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No. 97
Sept. '65

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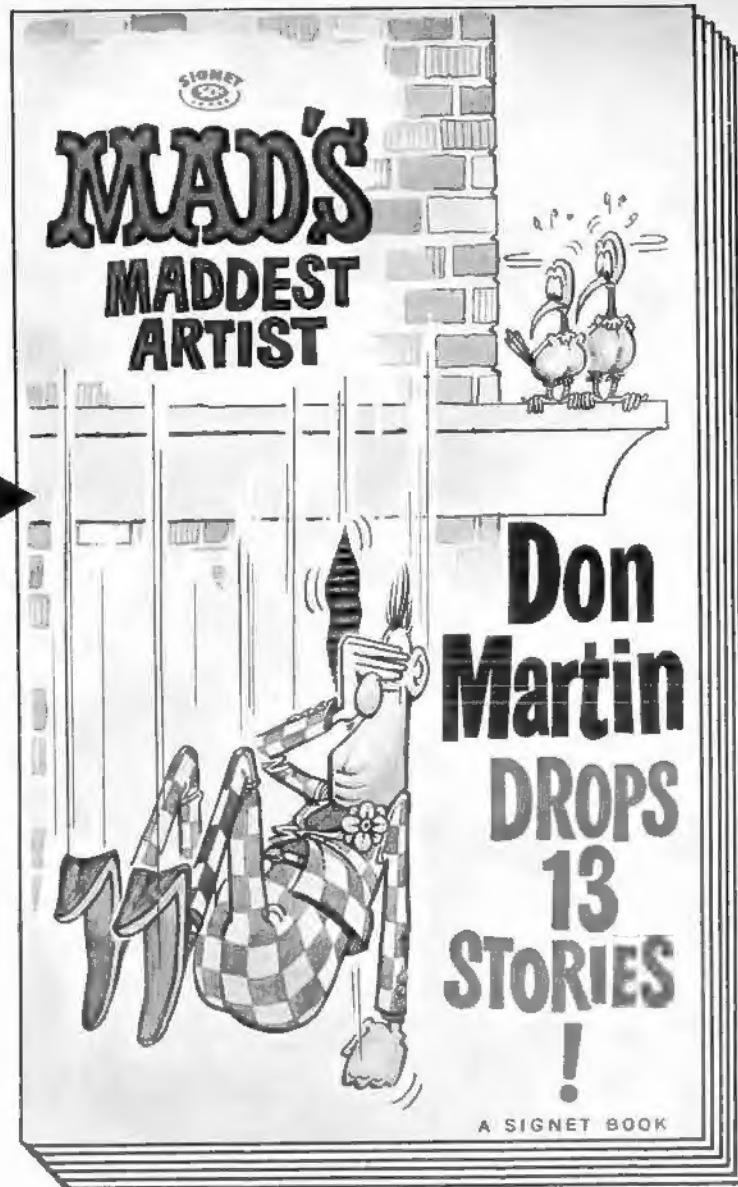
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the usual gang of idiots

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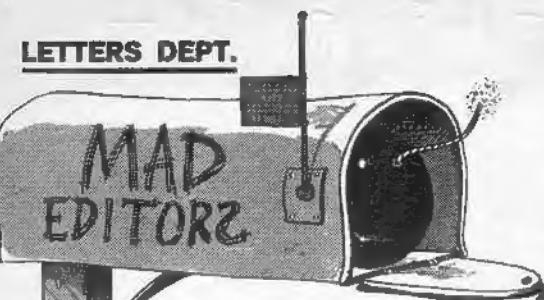


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LETTERS DEPT.



RAISE IN PRICE

I am pleased to see that you are no longer the worst 25¢ magazine in the world!

Bill Weinberg
Bronx, N. Y.

Your magazine has reached a new "high"! Mainly the extra five cents in price! The rest of the magazine hit the same old low.

Russell Zausmer
Staten Island, N. Y.

I'll be happy to pay the 30¢ because I fully realize that this boost is due solely to higher printing costs. Besides, where else can you buy a doormat that cheap?

Ronnie Schriebman
Philadelphia, Pa.

I know that many people will complain, but I'm glad you raised your price. In fact, I wish you'd raise it more and more. Then it will reach a price where I can no longer afford to buy it, and I'll have a chance to grow up normal and healthy instead of becoming a raving lunatic like the rest of your staff.

Jeffry Fink (no kidding)
Plainview, N. Y.

For a nickel more, an intelligent reader can buy "Newsweek" and get lots more laughs!

Richard Lader
Brooklyn, N. Y.

Like the 5¢ cigar and the 75¢ haircut, the 25¢ MAD has now disappeared from the American Scene. I, for one, am sad to see it go.

Greg Truog
Mallard, Iowa

Just because you read everywhere that the cost of education is going up doesn't mean you have to go along with it!

Harry Riker
New York City

How come 30¢ Did you decide to start paying your artists?

Marty Franklin
Merrick, N. Y.

"Time" costs 40¢, "Newsweek" costs 35¢, and "Life" costs 35¢, so why shouldn't the best magazine on the newsstands have a price to go with it?

Ed Minch
Cleveland, Ohio

As far as I'm concerned, you can raise the price to 50¢ and I still won't buy it!

Marc N. Weiss
Laurelton, N. Y.

43-MAN SQUAMISH

Your article on "43-Man Squamish" so stimulated the students of the University of Alberta, Calgary, that we have organized a team. We happen to be the only undefeated Squamish team in Western Canada, mainly because we are the only

team in Western Canada, and we haven't played a game. We can't understand why we have no opposition.

Warren Drinnan
Full-Frummett
U. of Alberta, Calgary, Can.

University of Alberta's 43-Man Squamish Team



We, the men of Rensselaer Polytechnic Institute, have seen the merits of "43-Man Squamish." To further this marvelous sport, we have formed a team (see photos below) and have challenged the men of Harvard to prove their athletic prowess on the Flutney. We hope that they will be

worthy of the challenge and not be of faint heart. We ask that you publish this letter as a public challenge to them.

Charles de la Motte
Peter Schwartz
R.P.I. Squamish Team
Troy, N. Y.

R.P.I.'s 43-Man Squamish Team



In keeping with the fine tradition of "avant guardism" here at Marquette, we have organized a Squamish team. At last tally, we have lost two Deep Brooders and one Dummy, who were suspended for sportsmanlike conduct during the course of play.

Athletic Committee
Schroeder Hall
Marquette University
Milwaukee, Wisc.

My faith in Mankind was shaken when I saw your article claiming the invention of "43-Man Squamish." I recently saw a description of the game you claim to have started in: "Engineering Digest," "The Airmen," "Analog," "Popular Science," "Astounding Science Fact-Science Fiction," "The Red Rag," "Popular Mechanics" and "Road And Track."

Keith S. Massey
Havre de Grace, Md.

GUN OWNERS PRIMER

I am writing in reference to your "MAD Gun Owners Primer" in the June issue. I recently completed a 22-year career in military service, through two wars, to defend your right to print such material. During this military career, I had the opportunity of spending considerable time in various foreign countries, and I am familiar with dictatorships and other forms of totalitarian government. History has shown that the first move in forming a dictatorship is to register all firearms. The next step is simply to demand that all firearms be turned in, leaving a disarmed public at the mercy of the dictator. The drafters of our constitution were aware of this fact, and farsighted enough to provide for this right in the 2nd Amendment. The Communist Party has the avowed purpose of disarming the American Public. Through such writing as yours, their cause is greatly served. I consider the right to own firearms as important in keeping America free as the right to freedom of speech.

James F. Lambert
Major (Ret.) U.S.A.F.
Phoenix, Arizona

Congratulations! I only wish more were being done to emphasize the brutal "sport" of hunting, which is so indicative of the cruelty that is prevalent in our modern civilization.

Eileen McArdle
Bronx, N. Y.

I stand on my constitutional right to own a gun, and agree with the sportsmen who say that they are against any law which prohibits the selling of guns by mail, and want instead a law where anyone who committed a crime with a firearm would be automatically charged with attempted murder. A lot of people will disagree, which is their right, and say that guns should be banned because they kill. May I point out that on this basis, automobiles should have been banned fifty years ago for the same reason.

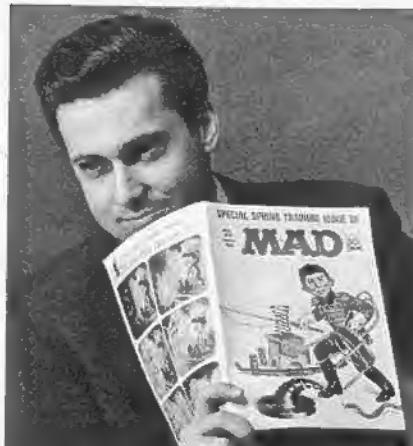
Robert Fraser
Cohasset, Mass.

Once again, your sharp-witted penmen must be congratulated. Your "Gun Owners Primer" effectively underlined the need for legislation controlling the sale and ownership of firearms. Once a problem is exposed for all to examine, adequate solutions based on the needs and ideas of the majority are more easily come by. Senator Dodd has pointed out the dangers, but MAD has, by humorous approach, given voice to the necessity for change so that responsible sportsmen, gun collectors and other law abiding citizens will no longer suffer because of the actions of disturbed individuals and other violators who can now obtain lethal weapons so easily. Keep up the good work.

Ralph Cassado
Chicago, Ill.

Register MAD Writers—not firearms!
John Vitz
Bakersfield, Calif.

A HIT WITH JACK



"On The First Night Of The Full Moon," when "The Race Is On," I drop my "Lollipops And Roses" and join all the "Wives And Lovers" rushing down to the store to get the latest issue of MAD ... so, "Call Me Irresponsible!"

Jack Jones
Hollywood, Calif.

PASSION PLACE

As the mother of three, I find it disgusting for my children to read your "Passion Place." You are going on a previously-made assumption in your judging of this marvelous TV series. So you found the book trashy, maybe even the movie—but this is no reason to term the television serial as "dirty."

Mrs. Constance Standish
Bothwell, Canada

HAIRGOO MAGAZINE

I showed "HairGoo Magazine" to my sister who is a hairdresser, and she laughed for 20 minutes.

Michael Iacono
Medford, Mass.

BEACH MOVIE



I was going to invite you all to the preview of my new picture, "Beach Party Bingo"—but after seeing what you did to "Beach Movies," I changed my mind.

Bobbi Shaw
Malibu, Calif.

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Your ridiculous plug was just what I needed to jolt me into taking cash from my bank volt where I socket! I just couldn't re-fuse! With today's electrifying headlines, MAD's light reading is a welcome insulation! More power to you! Now, I'll probably get amps in my pants —waiting for each issue to arrive at my shock!

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PUBLIC NOTICE

Golly, we wish the public would notice these ridiculous little ads offering full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, for 25¢ each (3 for 50¢). Then, maybe somebody would mail money to: MAD, Dept. "What—Color?", 850 Third Avenue, New York City, New York 10022

BLUE CHIPS OFF THE OLD BLOCK DEPT.

MAD, consumed with guilt, feels that it owes something to lovable ol' Charlie Schulz, the creator of "Peanuts". Two of his very successful books: "Happiness Is A Warm Puppy" and "I Can Use All The Friends I Can Get" were the inspiration for two very successful MAD satires: "Misery Is A Cold Hot Dog" and "I Got All The Finks I Need". So now, by way of returning the favor, and since turnabout is fair play, we are publishing the following article in hopes that it will inspire Mr. Schulz to write another successful book.

BEING THAN



Being rich is having someone else put things back where you got them from.



Being rich is never being told to save your money for a rainy day.



Being rich is being able to buy all the Bubble Gum you want just to get the Trading Cards.



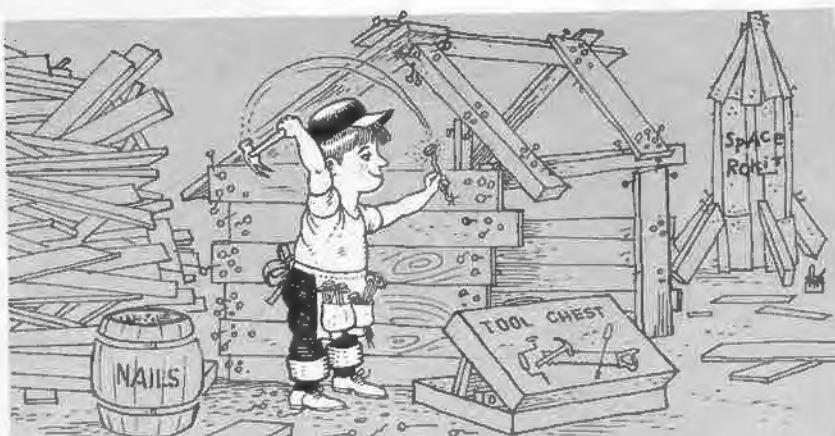
Being rich is getting clothes you don't have to grow into.



Being rich is not having to sneak food to your dog.



Being rich is being able to afford to have your neighborhood bully taken care of.



Being rich is having all the wood you need to build things.

RICH IS BETTER A WARM PUPPY

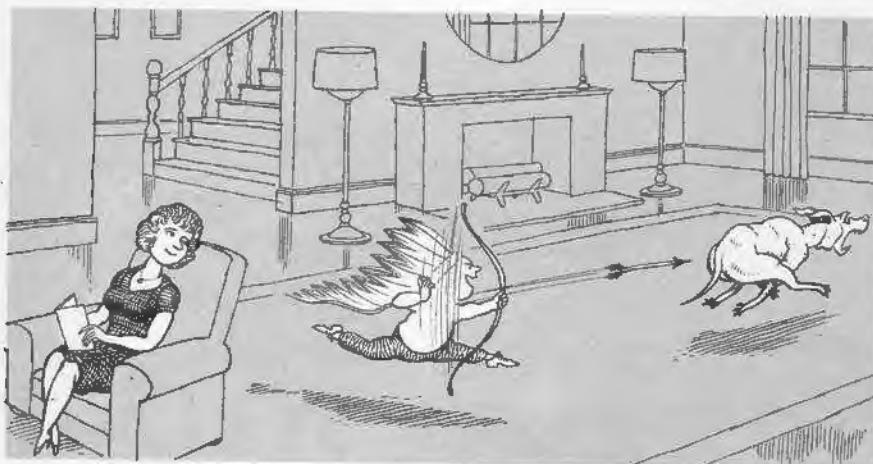
ARTIST & WRITER: AL JAFFEE



Being rich is not having to change your clothes before you can go out and play.



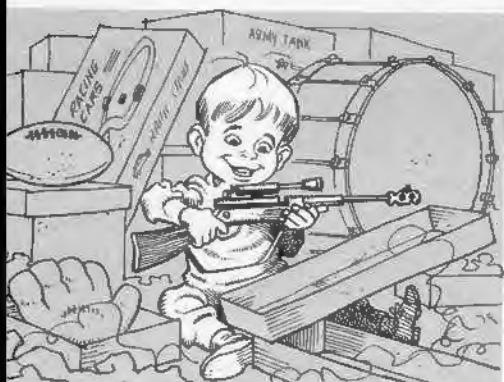
Being rich is having parents who buy all your Girl Scout Cookies.



Being rich is being allowed to play in any room of the house.



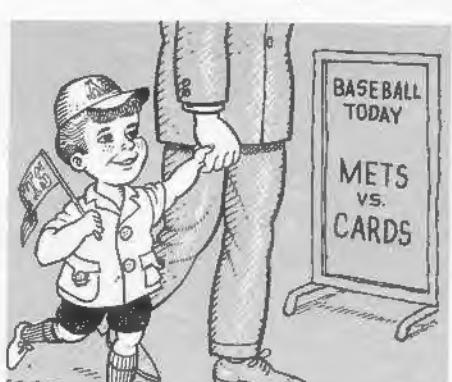
Being rich is not getting scolded for losing things.



Being rich is not getting one single useful or practical gift for Christmas or your birthday.



Being rich is getting a reward for doing something that every other kid has to do for nothing.



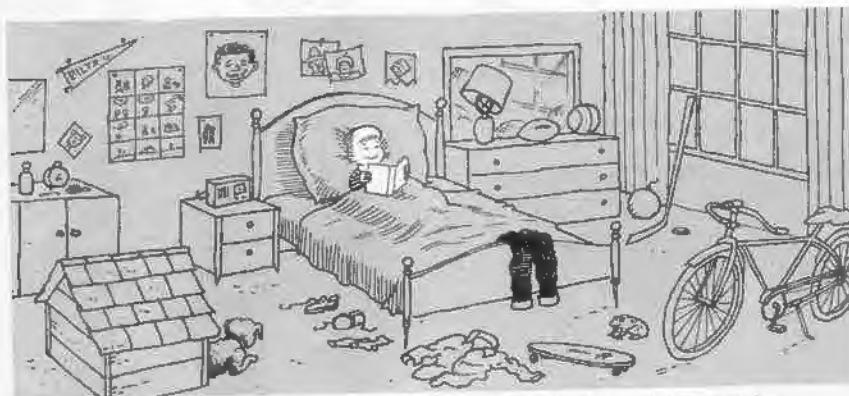
Being rich is having a Daddy who can take you places, even during the day in the middle of the week.



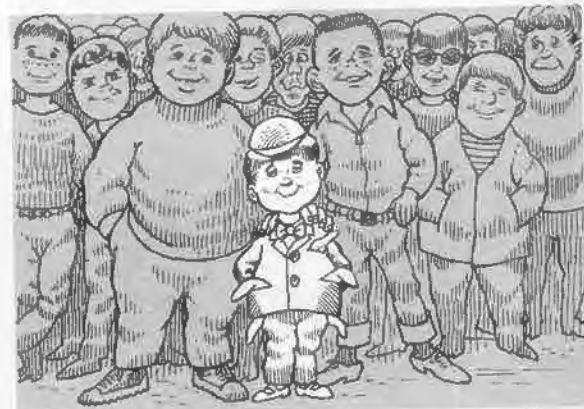
Being rich is getting brand new clothes when you need them, even though you have lots of older sisters.



Being rich is always getting sandwiches with the crusts cut away.



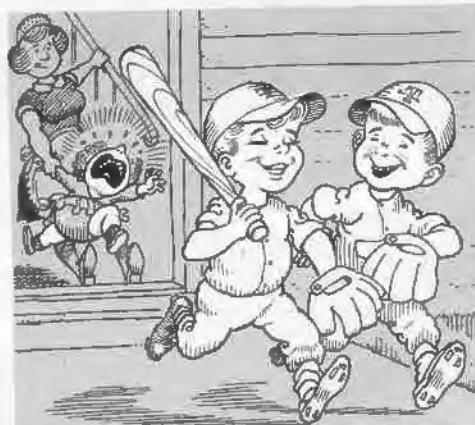
Being rich is having your own room, even though you have brothers.



Being rich is being able to lend money to all your pals without worrying about getting it back.



Being rich is not worrying about over-due Library books.



Being rich is having someone to take care of your kid sister.



Being rich is owning a ball for every kind of game so you won't be left out.



Being rich is getting every Sunday Newspaper that has Color Comics.



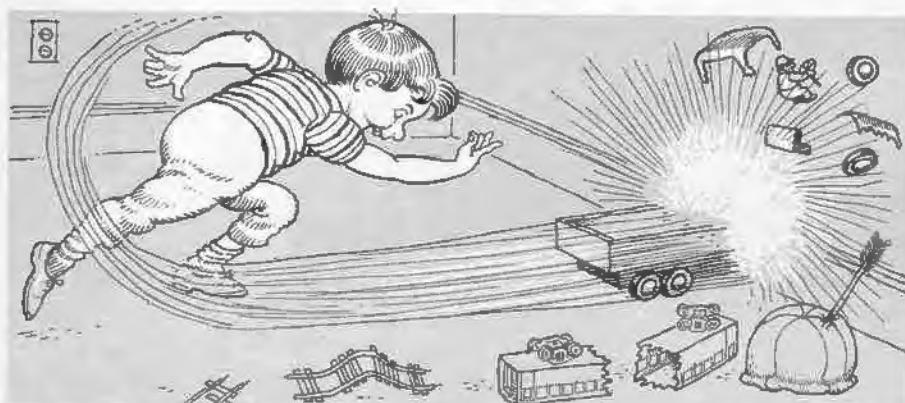
Being rich is visiting your Father's office and not worrying how you behave.



Being rich is knowing at least one grown-up who doesn't treat you like a stupid kid.



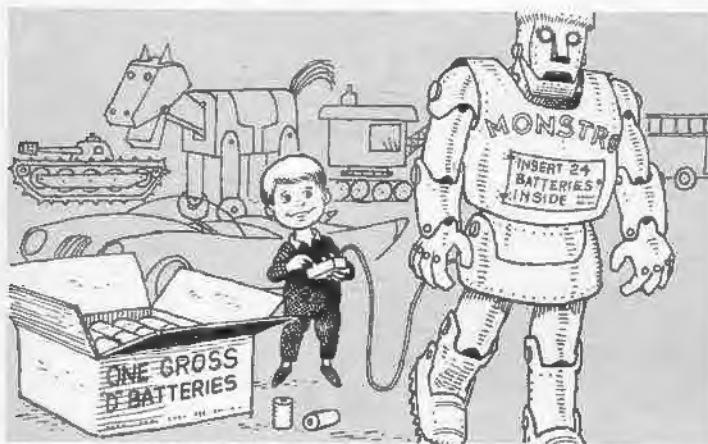
Being rich is being able to invite anyone you want to eat over.



Being rich is breaking all your toys right after Christmas, and no one caring.



Being rich is borrowing on next week's allowance and your parents never remembering it.



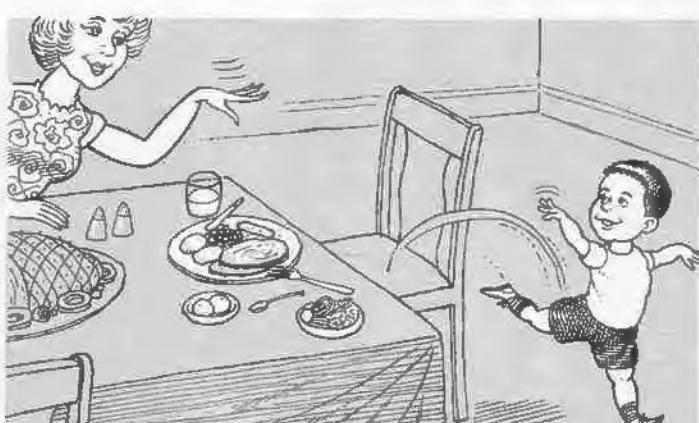
Being rich is getting new batteries for all your toys as soon as you need them.



Being rich is having all the pets you want and not having to take care of them.



Being rich is having parents who worry if you got hurt even when you accidentally break something expensive.



Being rich is leaving food on your plate and not getting a lecture about how people are starving in Europe.

A FRIGHTFUL INCIDENT



INDIAN CORN DEPT.



A NEW TREND IS DEVELOPING IN "WESTERN MOVIES" THESE DAYS... A TREND WHICH IS MAKING IT HARDER THAN EVER TO TELL THE HEROES FROM THE VILLAINS. ALL OF A SUDDEN, FILM-MAKERS ARE TAKING A LONG (AND DIFFERENT) LOOK AT THE INDIAN, AND "MOVIES ARE REDDER THAN EVER"! BUT WE'LL LET YOU SEE FOR YOURSELF AS—

MAD GOES TO A SCREENING OF

CHEYENNE AWFUL

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

Hello, there! I'm John Furd, the immortal director of such classic Western Movies as "Stagecoach" and "Fort Apache"! Today, I'd like to show you a cinema triumph... a sensitive and intelligent film which depicts the White Man's intolerance toward a minority group!

Okay, Charlie, roll it!

Hey, Charlie! What are you showing **THAT** picture for?

But, Mr. Furd! This is the only sensitive and intelligent film on intolerance I could find here in the projection room! The only other movie I see here is that latest bomb **YOU** made called "Cheyenne Awful"...

Boy... you certainly know how to hurt an immortal director, don't you!

THE DEFIANT ONES

STARRING:

TONY & SIDNEY
CURTIS & POITIER

MORT
DRUCKER

CHEYENNE AWFUL

STARRING

(In alphabetical order)

Richard WIDEMARK

Carol BABYDOLL

Sal MEANIO

Gilbert ROLANDO

Ricardo MENTALBLOCK

Delores DEL DELORES

Victor GORY

Karl MALTED AND

Patrick WAINES James STEWED AND Edward G. ROBINHOOD



AND AND

IMPORTANT HISTORICAL NOTE: THESE NAMES ARE LISTED
ALPHABETICAL ORDER ACCORDING TO THE INDIAN ALPHABET!



The purpose of this movie will be to show how the Indians have been exploited and cruelly treated by the White Men. As the picture opens, we see the last of the Cheyenne Tribe waiting for the Americans to give them back their homeland!

If there's one thing I can't stand, it's being exploited by the White Man!

Notice how the Director gave the five leading Indian roles to three Spaniards, an American and an Italian, while we REAL Indians play crummy extras!

Like I said—if there's one thing I can't stand, it's being exploited by the White Man!



Richard Widemark plays Capt. Tom Arches, and, in the interests of good taste, I hired Carol Babydoll . . . fresh from "The Carpet sweepers" and a nude layout in "Playguy Magazine" to play the Quaker school teacher!

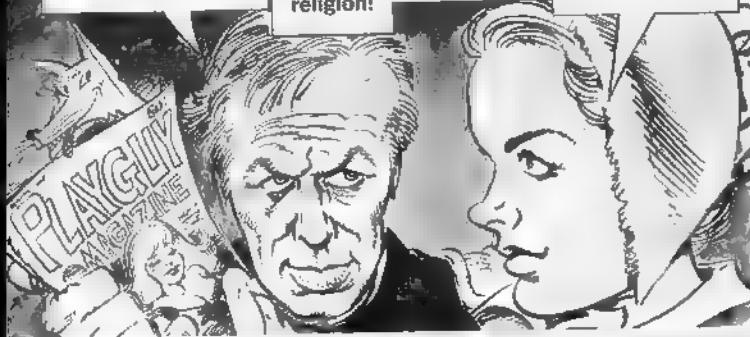


It sure is surprising to see you as a prim Quaker, Carol, after all those sextop roles you've been playing!

Haven't you heard? I've turned to religion!

You call posing nude for Playguy Magazine turning to religion?

Well, an awful lot of red-blooded urban American males consider it their BIBLE!



Actually, I was as confused making the film as the audience will be when they see it! Sometimes I have the Indians talk "Indian"—

Geegoo muggah!

Umma valloo unga ubbah boovoo ooovoo shlump!

What did she say?

She said, "For this role, I had to make a comeback!"

And what did he say?

He said, "Me too!"



Goodbye, Officer of the Yellow Hair!
Goodbye, Sergeant of the Foul Mouth!
Goodbye, Major of the Smoking Cigar!
Goodbye, Friendly Army Horse of the Matted Mane! Goodbye, Fred . . .

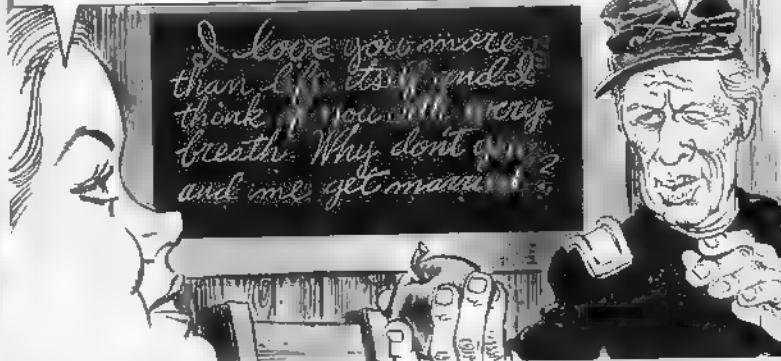
Fred?
Who's Fred?

That's the mountain behind us!



Naturally, you can't show sexy love scenes involving a Quaker, so I developed an adorable clean gimmick for Capt. Arches to express his love—a blackboard!

Let's see: Since "I love you more than life itself" and "I think of you with my every breath" are independent clauses, you should put a comma before "and"! And since "me" is the objective and not the nominative case, it should read "you and I" instead of "you and me"! You get a 78 in Composition, a B in Grammar, a C in Penmanship and—



— And sometimes I have the Indians talk "English" . . .

Americans double-cross Indians, School Teacher! Indians go back to homeland themselves, School Teacher! You come with us to teach children, School Teacher? What you say, School Teacher?

I'll go! But please don't call me "School Teacher"! It's so formal!

Okay . . . School!



And sometimes, I don't know what the Indians are talking!

Mugumba ughum forked tongue y palabras yummibah ole!

Oobah tonto many-many buffalo de keemo-savvy desi arnez!

What are they talking—"Indian" with an "American" accent, or "English" with an Indian accent?

Actually, they're talking "Indian-English" with a Spanish accent!



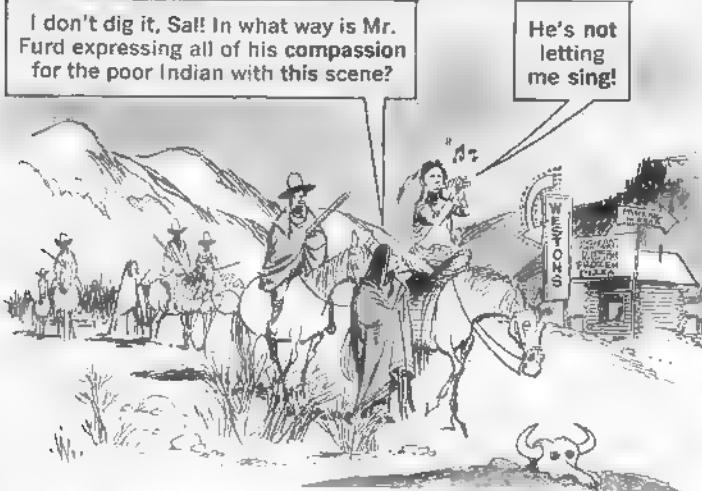
Look, here's an apple! What do you say we just forget the whole "love" bit?



I want you to pay particular attention to this next historic movie scene—with Sal Meanno playing the young Indian Brave, "Torn Shirt"—because in it, I express all of my compassion for the poor Indians!



Patrick Waine, flushed with defeat from his recent failure in "At The Alamo," plays the hot-headed Lt. Scat. When I first saw this boy's test for the part, I was so affected that there were tears in my eyes!



The Cheyenne continue their arduous trek back home, pursued by the U.S. Army. Suddenly, their ailing old chief collapses!



I am dying, my sons! I have chosen you, Dull Spoon, to take my place and lead the Tribe! Here is the **Sacred Bundle!** Guard it with your life! It contains all of the secret documents of the Cheyenne Indians . . . three pair of dirty socks, four handkerchiefs, two sweat-shirts and . . . Ooops! Wrong bundle!

That's the Laundry Bundle! HERE is the Sacred Bundle!



This next scene is bound to win me an Oscar in the category of "Confusion in a Color Film." It's a pointless card game sequence which not only destroys the image of Wyatt Earp as an outstanding Western hero, but of Jimmy Stewart as an intelligent actor as well!



And now, about here, comes the part that both critics and film fans alike will unanimously agree is the strongest and best 15 minutes of the picture . . .

INTERMISSION

The Cheyenne give up their trek and decide to surrender to the Americans at Ft. Robinson. I remember when I first asked distinguished actor Karl Malted to play the part of Capt. Weasel, the Commander of the Fort ...



I talked Karl out of changing his name for the film, and after we saw the first "rushes" of the picture, the Producer had to talk ME out of changing MINE!

I read the script of your movie, John, and to save embarrassment, I'll play in it on three conditions: One, you let me disguise my voice with a thick German accent ...

Two, you let me disguise my face with a big, bushy moustache ...

Okay! What's the third condition?

You let me change my name to Buddy Ebsen!

Okay!



Listen, mein Indians, I don't want to lock you up! I am a good Cherman-American officer! I am merely following orders! But zis I promise you—I will treat you very kind! All Chermans are very kind!

Oh—jahvohill I almost forgot! All Jewish Indians—line up outside for showers ...



After being imprisoned in a dark and unheated warehouse, the Indians finally break out and a bloody battle takes place ...

Why is this scene any different than the usual Indian battle scene?

We're winning!



Has authority been sufficiently obeyed, sir? I ask you—has it? Huh? Huh? Has it?

Oh, shut up!

Why do you want me to shut up? Is it because you can't face the truth?

No, I want you to shut up because you're arottener actor than your father even!



Now for the amazing character transformation of Lt. Scat, the Indian-hater. I originally shot the scene this way—



Then, I decided that the character transformation was too fast! A time-lapse was necessary in order for Lt. Scat to realistically change from an Indian-hater to an Indian-lover. So this is how I re-shot the scene—

I hate the dirty rotten Redskins! I despise the ground they walk on! The only good Indian is a dead Indian! Of course, they're human beings like the rest of us, and now that I've thought about it, I've decided that I love them all dearly! So come back, poor mistreated Indians, and let me kiss your weather-beaten red cheeks!



I hate the dirty rotten Redskins! I despise the ground they walk on! The only good Indian is a dead Indian! But—but—

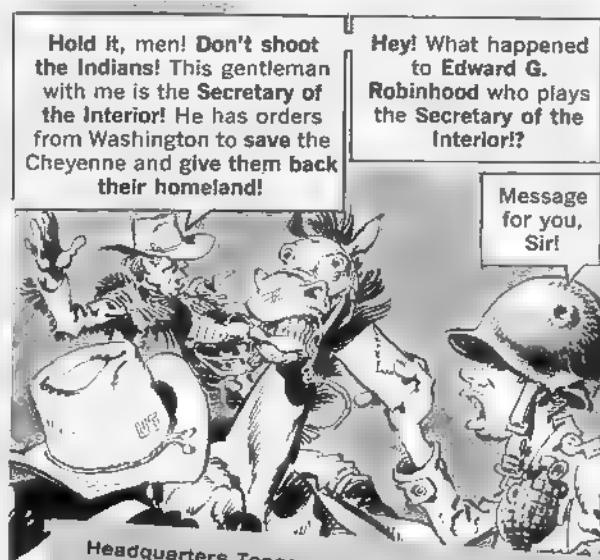
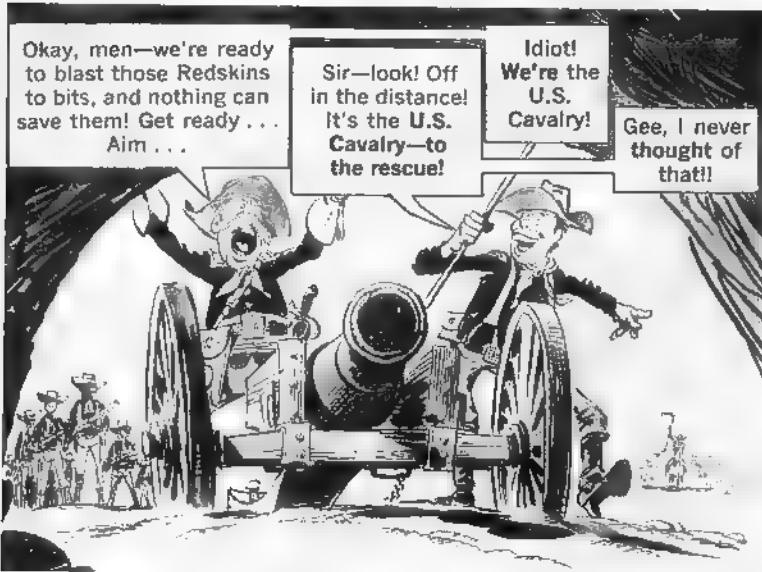
Of course, they're human beings like the rest of us, and now that I've thought about it, I've decided that I love them all dearly! So come back, poor mistreated Indians and let me kiss your weather-beaten cheeks!

I don't understand! That's the same speech as the last one! Where's the time-lapse?

Can't you see, idiot! Two balloons! TWO BALLOONS!



And now, while the Cheyenne are hiding out in a cave, I must leave you. I have to see John Wayne about breaking up our life-long friendship! Enjoy the rest of the picture, folks...



Headquarters Tepee
CHEYENNE INDIAN TRIBE
Big Rock, Arizona

Dear White Men Movie-Makers:

For many moons, you have pictured us in your films as hateful savages. Recently, however, your consciences seem to be bothering you, and you have finally come to realize that we were really not so bad after all, and that perhaps it was you who wronged us!

This is okay with us. If you want to make our lives a little easier, we have no objections.

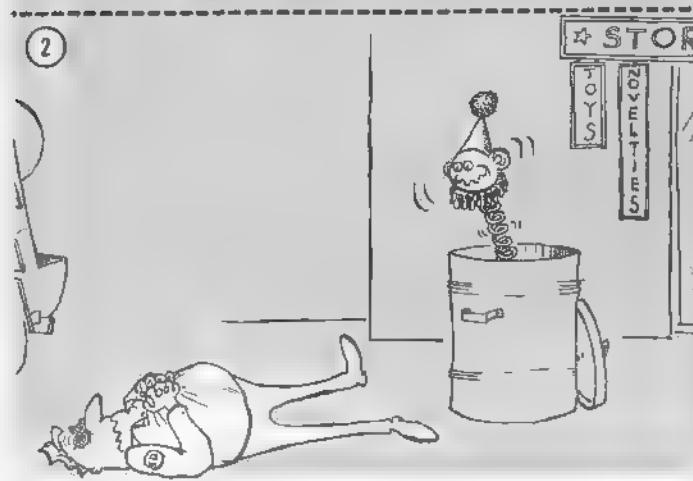
However, do us one favor! If you plan on making any more movies like "Cheyenne Awful" -- which show us as "good guys" please don't! Believe us, we'd much rather be "bad guys"!

So from now on, portray us as we were in the old-type Westerns, running around in funny war paint, whooping, dancing, attacking your wagon trains, scalping you and generally carrying on like a bunch of wild White Men!

Frankly, those pictures were a lot less embarrassing to us than this one!

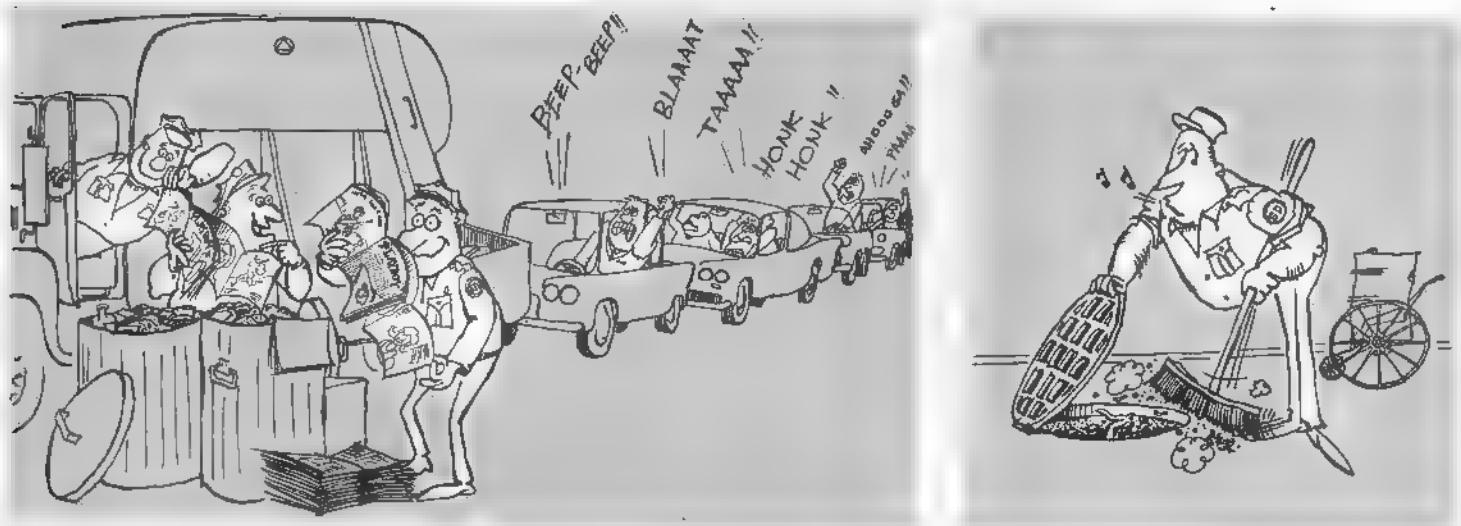
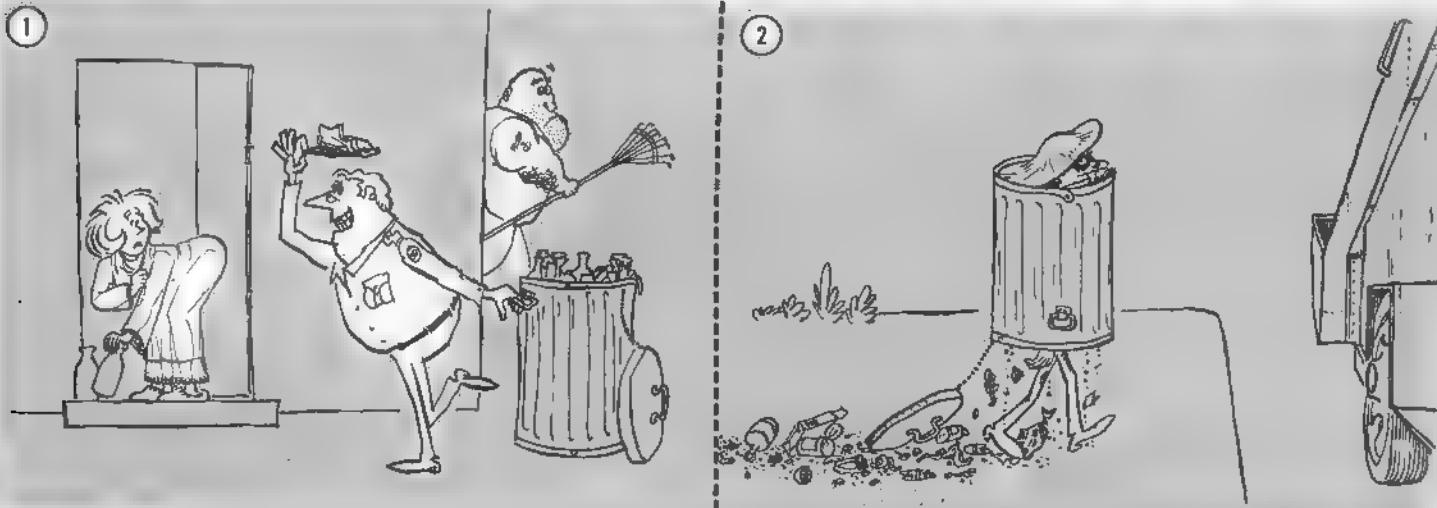
Very truly yours,
Big Tree BIG TREE
CHIEF OF CHEYENNE TRIBE

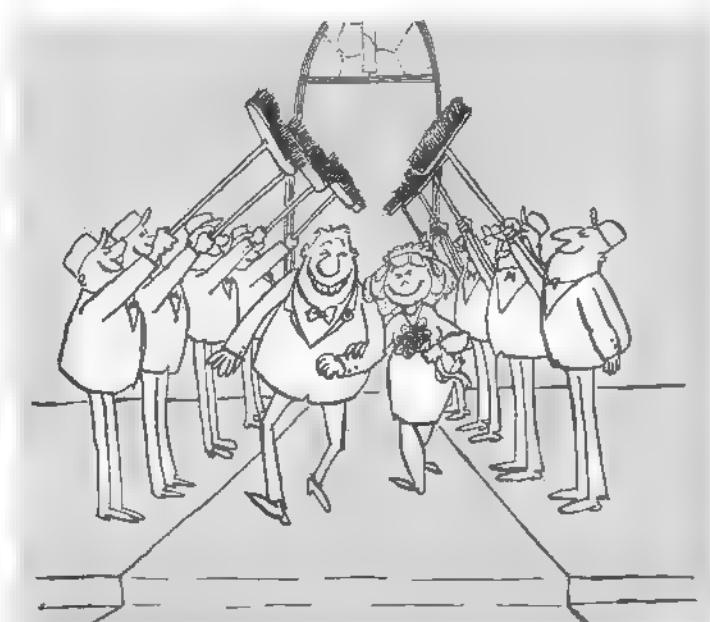
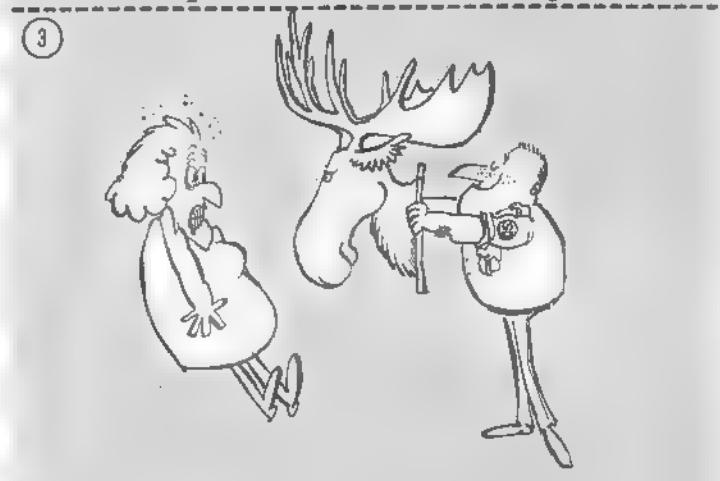
A MAD LOOK AT

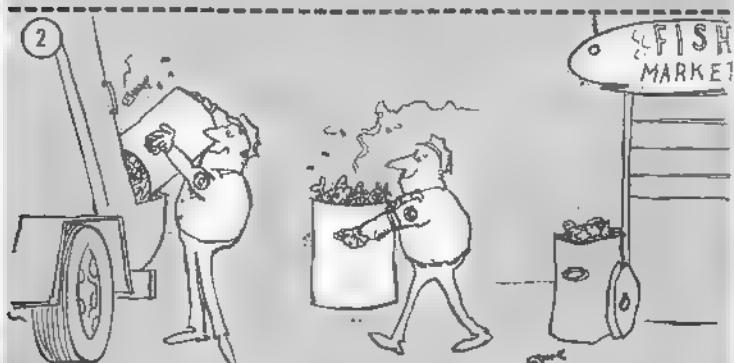
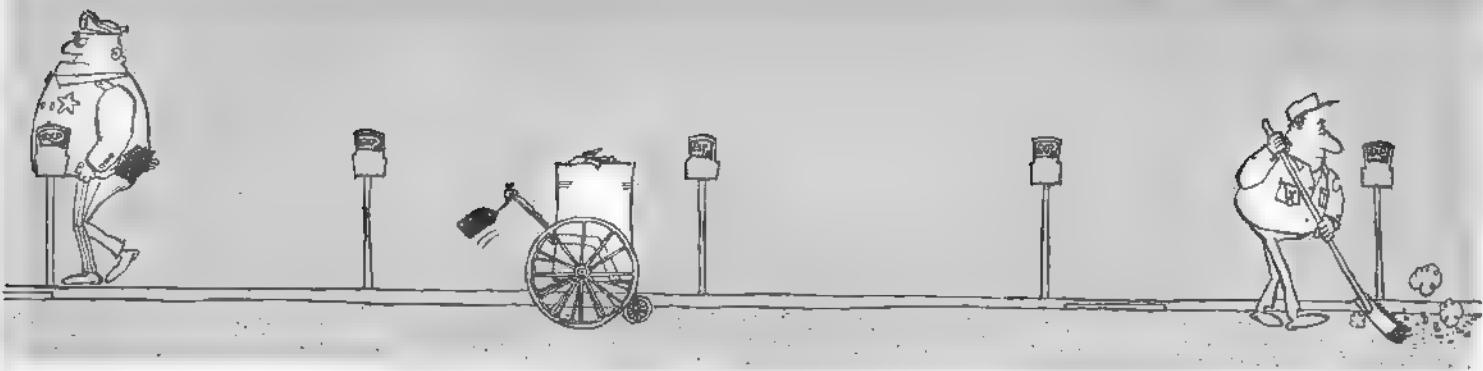


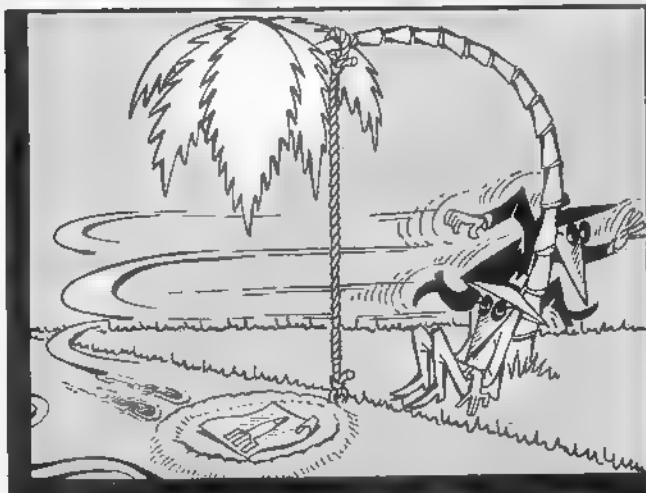
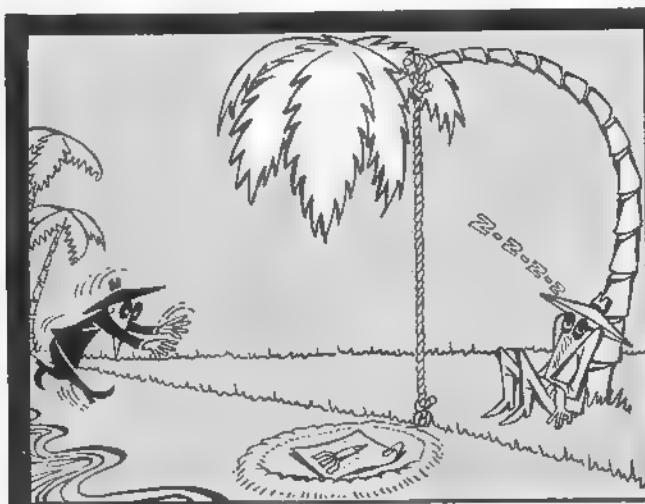
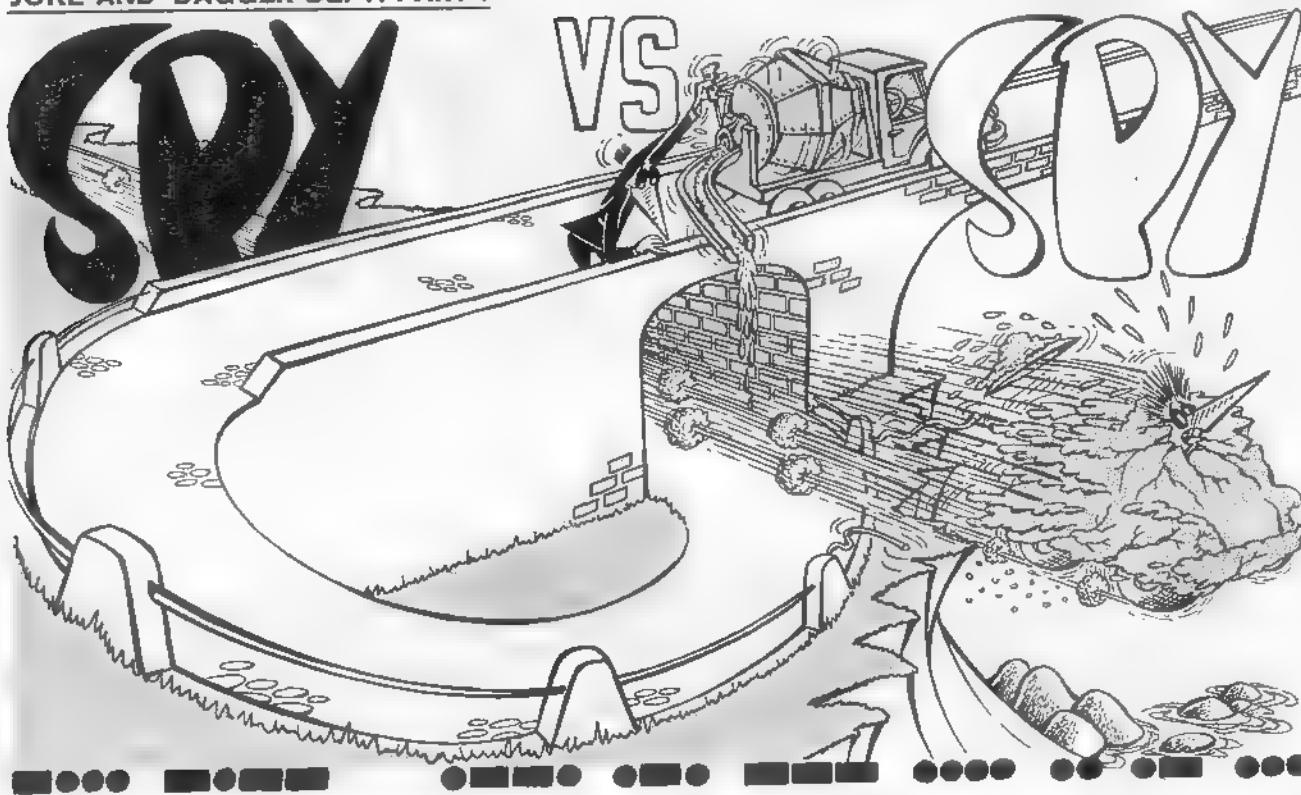
GARBAGEMEN

ARTIST & WRITER: SÉRGIO ARAGONES











The fiercest struggle in the world today is not taking place in Vietnam or Cyprus or the Congo. It is taking place on our TV sets every weekday evening. That's when Walter Cronkite of CBS locks horns with NBC's Huntley and Brinkley in "The Battle of the Newscasters." It's been an uphill fight for Cronkite. Huntley and Brinkley throw in lots of quips and funny observations, and this makes the Cronkite show seem dull. Obviously, Walt should make his news shows more entertaining. If he were smart, he'd borrow the style of the greatest TV Showman of them all—Ed Sullivan. Let's take a look at what might happen if Walter Cronkite were to follow the Sullivan approach as MAD presents...

THE WALT CRONKITE SHOW

ARTIST: JACK RICKARD WRITER: FRANK JACOBS

Good evening, ladies and gentlemen! Tonight—live from New York—
THE WALT CRONKITE SHOW! And here he is—Walt Cronkite!!

Hello there, my little chickadees! We have a really big shew on our stage tonight: That great comedy team from Havana, the Castro Brothers—the Security Council Singers from the U.N.—Three acrobatic defectors from Bulgaria—and—please hold your applause—making their debut on our really big stage—six new African Nations! But first—let's open our show with "TODAY'S HEADLINES", presented by the CBS Singing Newsboys... Harry Reasoner, Bob Trout, Roger Mudd and Mike Wallace!

And here they are...

* Doctors say Nasser's insane! Six Germans crawl through a hole in The Wall! An earthquake's destroying Peru! Yes, we've got the Big News for you!

Khruschev is hiding in Spain! Eight Vietnamese catch a jungle disease! When they seize a Chinese passing through! Yes, we've got the Big News for you!



* Sung to the tune of "I Get A Kick Out Of You"

We've got the news about L.B.J. And all the things that puzzle 'im! We've got the news about Cassius Clay And why he's now a Black Muslim!

Russia unveils a new plane! We say it spies as it flies through the skies, But the Kremlin denies that it's true! Yes, we've got the Big News for you!

And now, let's welcome that musical trio who have kept the Republicans rocking for the past twenty years—a big hand for The G.O.P. Three—Tom, Dick and Barry!



* Those Democrats win (Yeh-yeh-yeh!) While we can't get in! (Yeh-yeh-yeh!) You're lookin' at Three Sad Losers!

We hoped to possess (Yeh-yeh-yeh!) A White House address! (Yeh-yeh-yeh!) Instead we're now Three Sad Losers!

It's tough to lose When voters choose The one they like!

We'd win, you see, If only we Could run with Ike!



* Sung to the tune of "My Blue Heaven"

Tom Dewey and me!

And Barry makes three!

Together we're Three Sad Losers!



Thank you! Thank you! The G.O.P. will be back again in 4 years with the same old song!

In our audience tonight are many celebrities . . .

First, let's have a hand for that colorful dictator who's knocking 'em dead every day in his native Spain . . . Generalissimo Franco! Stand up and take a bow, Frankie . . .

Next, let's hear it for King Feisal of Saudi Arabia, who's here with 58 wives, 12 bodyguards and 3 vice-presidents of Standard Oil!

Hi, Fi . . .

And finally, let's all welcome those two funny comics without whom this program would never have come about—Chet Huntley and Dave Brinkley!

Nice to have you here tonight, fellows . . .

We've been getting a lot of letters asking us to bring back President Johnson and his little friend, Hubert! Well, tonight, you're in luck! So let's switch to Washington, D.C.—and take it away, President Johnson—



Say hello to the people, Hubert!

Hello!

How is everything on Capitol Hill?

All right!

All right?

All right!

All right!!

Now that you are Vice-President, how do you like presiding over the Senate?

I do just like you tell me! I sit in the big chair . . .

And I pound the big gavel . . .

And I recognize all the Democrats!

And I ignore all the Republicans!

Yes!

Yes!

Yes!

Very good!



Today, Mr. President, I bring you a gift from the Senate! Open the box!

I should open the box . . . ? Open the box!



It is too bad that Senator Dirksen won't come out of the box!

Yes, especially since if he votes for the housing bill, the Government will give his State ten billion dollars in defense contracts!

Open the box!



* I was hired by the Yankee team! I made sure the ballclub reigned supreme! Now I find that it was all a dream! I wonder why? I wonder why?

I had pitching that was no darn good! Still we topped the league like Yankees should! Then they told me I was not their guy! I got the Big Goodbye! I wonder why!



* Sung to the tune of "You're Just In Love"

Ah, Senator Dirksen is in the box! You bring me a nice gift, Hubert!

Gift is all right? All right! All right! All right!!



It is good to be out of the box!

I want you to do me a favor, Senator! What kind of a favor? I want you to vote for the housing bill! Is it a Republican housing bill? No, it is a Democratic housing bill!

Close the box!



It looks like Senator Dirksen will vote for the housing bill after all! Shall I take him back to the Senate?

No, Hubert, leave him here! He will make a nice playmate for Luci and Linda Bird! All right?

All right! All right!!



And now, let's turn to the world of Sports!

This year, Baseball has a brand new act! Yogi Berra has left the Yankees and is back with his old buddy, Casey Stengel! So let's give a really big welcome to that Dazzling Diamond Duet—Casey Stengel and Yogi Berra!



* I was hired by the Yankee team! I made sure the ballclub reigned supreme! Now I find that it was all a dream! I wonder why? I wonder why?

I had pitching that was no darn good! Still we topped the league like Yankees should! Then they told me I was not their guy! I got the Big Goodbye! I wonder why!

Though the Yanks Pulled the rug out, You've a place In our dugout! Over here, Baseball's fun to play!

Years ago, I was back there! And I, too, Got the sack there! 'Cause they said I was old and gray!

It's a shame You were fired! But relax— You've been hired! And this year, Ulcers you won't get!

Though we're in no pennant race; Though we're always in last place; You won't care— You're just a MET!

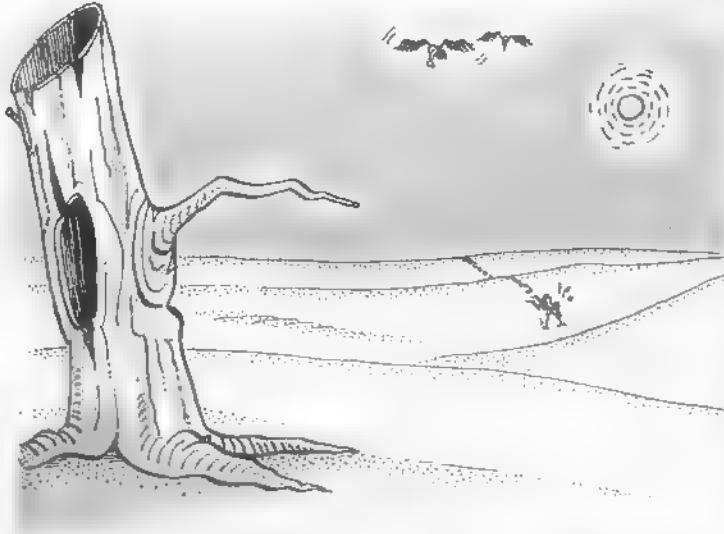
Well, that's ■ for tonight, ladies and gentlemen! Tomorrow night, we'll have another r-r-really big shew! Col. Nasser will be on our stage with his trained camel, Omar . . .

Then, that famous escape-artist, Jimmy Hoffa, will work his way out of twelve Federal Indictments . . . while handcuffed . . .

Juan Peron will introduce a new Argentine tango . . . and finally, for the first time on any stage . . . Pakistan!



IN THE DESERT



ONE FOR THE ROAD DEPT.



It takes thousands of nuts to put a car together, but it only takes one nut to scatter a car all over the road. This article is dedicated to the thousands of nuts who put cars together—and then scatter them all over the road. Mainly, here is our version of the type of magazines they read:

CUSTOMIZE YOUR '65 MUSTANG INTO A '39 DODGE FOR LESS THAN \$16,000

LOAD & CRASH

THE HIGH INSURANCE RISK'S MAGAZINE

NOVEMBER 1965

3/6 IN ENGLAND

60¢ IN CANADA

\$145 INCLUDING FUNERAL AT FORESTLAWN



Tooling Through Mexico in the new Finsta Potra Z-B

9716 M.P.H. AT SEBRING ON A SOUPED-UP MASSEY-FERGUSON TRACTOR

SHORT-SHORT FEATURE: THE KAISER-FRAZER ERA IN AMERICAN MOTORING

I Flunked My Driver's Test In a 340 HP Ferrari

EXTREMELY SHORT-SHORT FEATURE: THE EDSSEL ERA IN AMERICAN MOTORING

THINGS TO COME: A SNEAK PREVIEW OF THE 1966 CADILLAC MAIL TRUCK

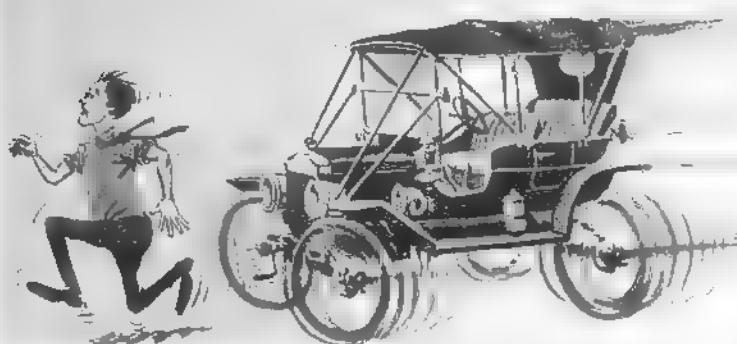
Is The '29 Essex A True Classic? • Getting Car Sick In An Alfa-Romeo

WHAT'S NEW

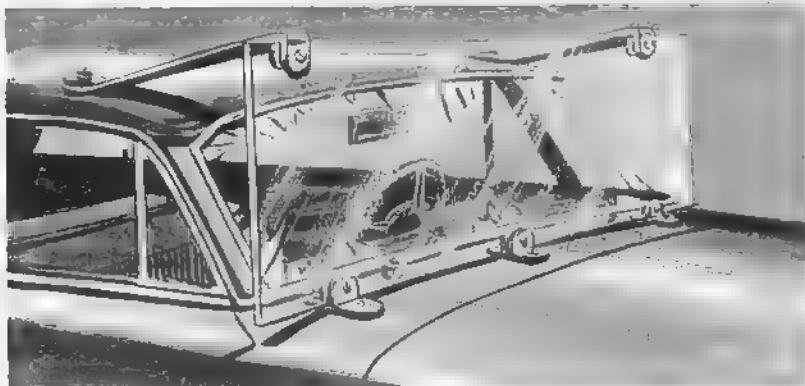
THE LATEST FROM MOTORDOM'S MARKETPLACE



The Classic Marmon V-16 in kit form is the latest offering of Monstrous Motor Models, Racine, Wis. No auto enthusiast will want to pass up the chance to create his own replica of this famous vintage machine. Scaled down to parts too small to be grasped by human fingers, it's the ideal gift for driving Dad or other annoying relatives out of their minds. Price \$4.98



The Copy Cat Manufacturing Co. of Sarasota, Fla., has begun production of authentic full size replicas of the fabulous Model T. An ideal attention-getter for all business and promotional purposes, the modern version is an exact copy of its famed great-granddaddy, even down to such details as the unperfected transmission which caused the original to slip into high gear while unoccupied. Henry Ford sold 15,000,000 of these durable cars for \$290. Now a sparkling new replica can be yours for \$2,250 F.O.B. Sarasota, Florida.



Dangerous distortion created by modern curved windshields is ended forever with this flat, perpendicular replacement recently put on the market by the Eagle-Eye Glass Co. of Latrobe, Pa. A leading producer of auto windshields, until the invention of safety glass forced the firm to the brink of bankruptcy, Eagle-Eye now bounces back stronger than ever to correct the bungles of larger manufacturers. Guaranteed to provide normal road vision through the clever use of uncurved, untinted plate glass, Eagle-Eye windshields can be easily installed by the do-it-yourselfer once the hazardous original equipment on late model cars had been smashed and disposed of. Price \$35.98

TECHNICAL TALKS



by Edith Barnstable

I have done a thorough job of souping up my '24 Stearns-Knight with dual carbs, a full-blown house, Smitty muffler, etc. However at the same time I was overhauling the engine, I installed square wheels. I figured that the finished product would do at least 110 M.P.H. But for some reason, it won't move at all. What do you think my trouble might be?

—M.M.C., Salt Lake City

The '24 Stearns-Knight was a straight six with overhead cams. It was never meant to be equipped with dual carbs. The trouble may be there, or it may be that the car is moving but that all the scenery around Salt Lake City looks so much alike that you have the illusion of standing still.

I have had a tappet noise in my head for almost 10,000,000 miles now. The head of my car, I mean. It is a '51 Blewitt, a make which never got into full production for a number of reasons, mostly legal. I have reboored the head, stymied the vale sleeves, grannished the crankcase, unduffed the pistons and shuffled the rods. However, I still have the tappet noise. Is this possible?

—W.S.P., Loon Lake, Ore.

Yes.

The instruction manual that came with my '54 Chevy says that the windshield should be washed occasionally. What does this mean?

—L.C.F., Akron, Ohio

Auto instruction manuals often use terms which apply to one make or year, but not to others. A qualified mechanic may be able to help you with this problem, but I doubt it.

Is it true that '65 Paisano-Lasagna has gauges registering ergs per RPM, AC-DC voltage, foot-pounds per man-hours, and minutes left to play?

—C.C.D., Kansas City, Kan.

Only the J-660 and X-K-L models, neither of which are available in this country.

I have been itching to get behind the wheel of the new 400 HP Maserati Runabout to see what those 400 horses can really do. Can you give me any advice before I buy it?

—D.A.F., St. Louis, Mo.

You will find that scratching without bumping into the Overdrive Switch on the 400 HP Maserati Runabout is a factor that any potential buyer with a skin irritation should give more than passing consideration.



Test Driving The All-New Shakibutsu Micro-Mini-Midget V-Zero

By Len Furdy

IT WOULD APPEAR that Shakibutsu's incredible engineering team of Wun-Cheep Nip and O. So-Slik has done it again. Placing an easily-broken coil spring power plant inside a flimsy rolled-tin body, the pair has come up with an economical run-about that combines the easy maneuverability of a compact with the type of unbelievable workmanship that American motorists have come to expect from Shakibutsu.

The author went through the unique experience of piloting the Far Eastern firm's entry in the 1964 Mobilgas Economy Run. Finishing the cross-country jaunt less than a year later, I felt that I had given the Micro-Mini-Midget a fair trial under all types of driving conditions, and found it a car that defies description in virtually every category. The Mobilgas people apparently shared my opinion after discovering that the wind-up motor has propelled the trim little V-Zero 3,261 miles on no gasoline at all. The result of the record smashing performance was federal legislation jammed through Congress by the oil lobby which places a \$1,700 import tax on every Micro-Mini-Midget carried into this country.

The new tax added to the factory's suggested P.O.E. retail price of \$7.98 places Shakibutsu's stripped down model in the ridiculous position of competing with the Volkswagen and a handful of domestic compacts. Officials of the Tokyo based firm frankly admit that their sole hope of gaining a foothold in the U.S. market is to push the V-Zero as a third car for American families with two-car garages.

In design, the V-Zero has undergone only a minor face-lifting since the Christmas season of 1963 when a pedal-driven version was introduced as a gift item for the 3-to-8-year-old group. The interior remains starkly simple. The author found the instrument panel easy to read, but this

convenience is somewhat diminished by the fact that the gauges are merely printed on cardboard, glued to the metal dash, and otherwise not connected to anything.

Trunk space is described by the manufacturer in cubic millimeters, creating the illusion that something larger than a box of cough drops can be carried in it. However, careful

(cont. on page 97)

Road Test Results

GENERAL

Curb weight	6 lbs. 11 oz.
Wheelbase	19½ in.
Over-all length	23 in.
Height	14½ in.
Steering type	Piano wire & chewing gum.
Turning radius	2½ ft.

PRICE

Basic list at P.O.E.	\$7.98
Delivered price including taxes, accessories, etc.	\$2,007.98

PERFORMANCE

Top speed	4½ mph.
Acceleration:	
0-1 mph.	58 sec.
0-2 mph.	3 min., 44 sec.
0-3 mph.	49 min., 12 sec.
0-4 mph.	3 hrs., 6 min., 23 sec.
0-top speed	About 2 days.

SPECIFICATIONS

Engine type	wind-up, utilizing standard skate key.
Arrangement	mos. to pay.
Horsepower	7/100 @ 6 rpm.
Mantle	310.
Torque @ rpm lb-ft	Howzzat again?
Bore	utter

SPEEDOMETER ERROR

40 mph indicated, Actual 1.7 mph.
90 mph indicated, Actual 3.1 mph.

DRIVEL FROM DETROIT



Forecasts And Facts From The Motor Capital

A TOURING CAR BY KAISER-WILLYS FOR '66?

A survey by the firm's History Department, designed to discover which of the company's failures had been longest endured by the public before going blooey, arouses industry speculation that the 1920 Overland may be put back into production for the 1966 model year. With such notable fiascoes as the *Frazer*, the *Americar* and the sporty *Jeepster* ranking high on the list of all-time automotive blunders, the sturdy *Overland* shapes up as the company's best hope for the future. Executives remain mum, and the inside word is that leaders of the firm are split over the issue of isinglass curtains for the new entry in the medium priced field.

BUGS REMAIN IN PIERCE-ARROW'S JET.

Word from the supposedly-abandoned *Pierce-Arrow* proving ground has it that the company's bid for a comeback with a jet-propelled sportster may be delayed until 1973 or 1974. Whispers emanating from the rumor mill indicate that a few bugs have yet to be worked out of the engine, and that the first jet test-car incinerated four mechanics standing behind it and caused the whole east wing of the factory to be destroyed by flames.

DO TIRE MANUFACTURERS KNOW MORE THAN THEY'RE LETTING ON?

According to the most reliable reports filtering into the motor capital from Akron, probably not.

VOLKSWAGEN MAY MOVE TO DETROIT.

At least, so goes the story making the rounds in the motor capital. Probable reason: VW plans to scrap its beetle design after almost 20 years in favor of an updated version replete with massive chrome, high tail fins and power extras, all set on a frame approximately four feet longer than that of the current model. With American motorists shaping up as the only potential buyers in the world, VW brass may well close down the German plant completely and move all operations to the U.S.A.

A CHEVIAC BY G.M. FOR 1967?

General Motors officials reportedly have found a small hole in their present price line which may be filled in '67 with the introduction of a new car to plug the gap between the Chevrolet Impala (top price \$2,980.50) and the standard Pontiac (base price \$2,983.75). With Corvair, Chevelle and Chevy II already overlapping nicely to the complete bewilderment of the public, the new line, tentatively labelled the Cheviac, appears a natural for the shopping motorist with \$2,982.12½ to spend.

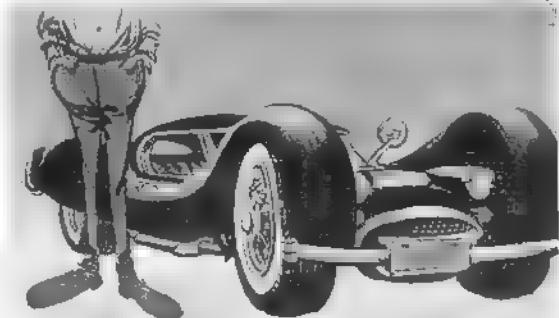
SWaP 'N' SWiNDLe

ADVERTISING RATES: 90¢ per line, except that 1 line in 3 issues is 50% more than 3 lines in 1 issue. However, there is a 10% discount for 3 lines in 3 issues, based on the triple insertion cost of 3 lines in 1 issue, and a 10% surcharge for 1 line in 1 issue, whichever occurs first. We are not responsible for the honesty of any ad, or for anyone understanding our advertising rates.

FOR SALE

'27 WILS. ST. CLAIRE 3-dr. ambulance. Only one of its kind ever built due to failure of small engine — propell oversized body. Parts impossible to buy, but makes wonderful steep-out shelter for the kiddies. Terrible condition, but easily restored by any one crazy enough to want it. \$800. L. L. Schiepp, 484 Rolling Meadow Lane, Brooklyn, N. Y.

'65 ROCCO-BAMBINI Super Sport Fastback. Never driven by present owner. In fact, physical proportions of previous owner are inconceivable. Speedometer reads 500 miles, all clocked under



careful supervision at Indianapolis Speedway. Original cost \$22,000. Sacrifice for \$21,995. Leadfoot Lindstrom, Box 7, Bonneville, Utah.

1837 FRONTIER LANDAU CONVERTIBLE. Believed to be the oldest classic auto in existence. Complete, except for the two horses apparently used by the original owner to pull it. Ideal for display use or helping other classic car owners form a circle in case of an Indian attack. \$1,975. Rufe Stettlemayer c/o Bunt Farm, P.O. 47, Upper Gulch, Wyo.

WANTED

LEFT HEADLIGHT for '31 Hudson. No owners of right headlight need apply. Please do not send me any more right ones as this type can only be fitted into left bracket by reverse placement causing beam to shine toward rear of car. I am sick and tired of receiving right headlight, many arriving with postage due. I already have a right headlight, and as a taxpaying American, resent this indifference of the general public toward my previous ads. Disgusted, Box 779, West Covina, Calif.

BATTERY CHARGER suitable for use with either Model 550 Detroit Electric Phaeton, or Model 3-D Eveready Flashlight. Newby, 217 Warren Hull Memorial Drive, Beverly Hills, Cal.

WILL SWAP

CLASSIC '41 CHEVY-4 Dr. Sedan. Faded maroon, loose connecting rods, shot transmission and many other extras. Will trade this dandy collectors item for any common '63 or '64 convertible. Lucas Fribble, State Unemployment Office, Waiting Line 6, Chicago, Ill.

LIFETIME MEMBERSHIP IN DANCE STUDIO. Original cost \$17,000. Will trade for any kind of car. I gotta get away from these crooks. L. M. Schlemiel, Cha-Cha Drive, Ft. Wayne, Ind.

RARE BACK NUMBERS OF EARLY AUTO MAGAZINES, recently found in my waiting room under later issues of *Colliers*. Will swap for X-Ray Outfit or impressively-framed Medical School Diploma. Dr. Nimble Kwaque, Suite 557, Peddlers of Mercy Building, Dayton, Ohio.

THREE YEARS WORK RESTORING AN APPERSON JACK RABBIT

by Waldo Boomschlag

IGUESS I'LL NEVER FORGET Aug. 23, 1955. That was the date I stumbled across my big find, a 1916 Apperson Jack Rabbit in restorable condition sitting quietly in a barn lot near Neenah, Wis.

Evelyn, whom I had planned at the time to marry but later didn't, was with me as we made our way unsuspectingly down the back country road. We were really in search of milk glass, which Evelyn collects and which still abounds in that part of the country.

Evelyn already had 700 pieces of the beautiful glass, most of which she had inherited from her late aunt who had resided in Elkhart, Ind. The aunt, whose name, as I recall, was either Birdie Wingate or Esther Agnew, had never married, but rather had devoted her life to the milk glass collection.

Miss Wingate (or Miss Agnew) had been engaged at one time to a Cpl. Wilfred Hungerford who lived just outside of Elkhart on one of the major inter-urban lines. But Cpl. Hungerford became a mail handler on the old South Bend, Toledo and Spokane Railroad and ultimately married a girl half his age.

In time, the South Bend, Toledo and Spokane merged with the Pere Marquette to become the Southern Pacific in one of the more bold strokes of finance put over by Jay Hannah.

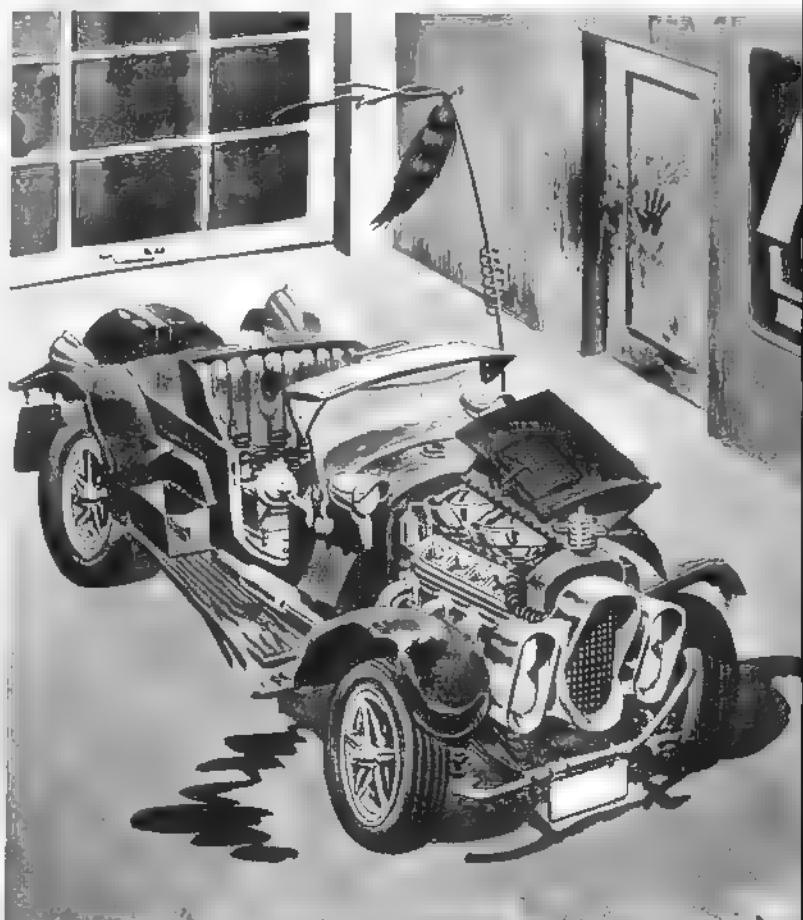
Hannah's original plan had merely been to extend the lines of the Baltimore and Ohio to Honolulu. But before the track laying had progressed more than 200 miles west of San Francisco, the entire venture was abandoned as impractical.

Hannah's decision to give up the Honolulu branch was thought to be directly responsible for the suicide of Romney L. Gruber, who had been selected to head that division. Gruber mentioned only poor health in the note he left, and it is true that he had been suffering from hemorrhoids since shortly after the Spanish-American war. But those who knew

(cont. on page 97)



BEFORE



AFTER



"CLASSIC SALON"

EDSEL

A NIGHTMARE RE-LIVED

STORY AND PHOTOS BY CHARLES L. SWINDELMIRE



NOT HARDLY WHATSOEVER did I realize that I was becoming a vintage, classic automobile collector when I hung a \$175 price tag on the '58 bilious blue clunk you sees pictures of on this here page. Depending on a fast turnover the way I got to if I'm going to make a buck on the kind of scrap iron I handle, I confinemented my early restoration work to putting enough sawdust in the crankcase to quiet down the motor so's the salesmen wouldn't be drownded out complete while they was giving their pitch.

Needlessly to say, I figured the rad., htr., w.s.w. and aut. trans. would nail us a pigeon before I had the misfortunate experience of getting too attached to this fat-headed example of Detroit know-how. Whatsoever, my perfunctional feelings about the heap was destined to underwent a change as the Fall of 1963 drifted like usual into Winter. Despite the factor that by which time I had reductioned the price to \$99 and figured to add on the balance of the \$175 as carrying charges, my efforts met with growing public heedlessness.

On either hand, presumptuously hot sales prospects who turned out to be smarter than I thought, filled my noggin with a fund of lore about the Edsel, none of which I had previously knew before. I come to find out that the car, originally designed to meet a demand of which there wasn't any, had surpassed the exceptions of all in such performance cataclisms as guzzling gas, putting up wind resistance which resulted in a funny whistling noise and being too big to fit in most garages. After cutting the price to where the heap eventual became a free door prize nobody would take, it come to dawn inside my head that I had unwittingly got to be an Edsel collector.

I learnt to my surprise that I was not the only dealer in town what had got interested on the subject in such a way, and together with others who was situated similarly like I was, we formed the first chapter of E.O.A. (Edsel Owners Anonymous). Today, we can boast of having saved innumerable dealers from knocking themselves off by arranging for our members to rush over and get drunk with them whenever they think of the dough they got tied up in Edsels.

Truly ■ example of automobile history we should forget,
(cont. on page 97)

DOUBLE-TALK DEPT.

Politicians, celebrities, teachers, parents, businessmen . . . they're all making important statements these days. The trouble is, they usually say one thing, and mean another. And there's nobody around to translate for you ordinary clods! Except maybe us, the fearless men of MAD! (Who's around to translate the statements WE make that say one thing and mean something else is another problem!) Anyway, all this brings us to this next article, which offers examples to help you differentiate between—

WHAT THEY SAY . . . AND WHAT IT REALLY MEANS

ARTIST: PAUL COKER JR.

WRITERS: RONALD AXE & SOL WEINSTEIN



WHEN THEY SAY . . .

... and starting next month, your Gas & Electric Company will be introducing new, modern techniques to serve you faster and better!



WHEN THEY SAY . . .

We have nothing against the boy, darling—it's just that you're both so terribly young!



WHEN THEY SAY . . .

The challenger is a crafty, colorful, ring-wise veteran!



IT REALLY MEANS . . .

Another rate increase is on its way!



IT REALLY MEANS . . .

Wait until you find a boy of your own religion who's got money!



IT REALLY MEANS . . .

He's a dirty fighter!



WHEN THEY SAY...

This network is always on the lookout for the new, the fresh, the daring, the off-beat...



IT REALLY MEANS...



WHEN THEY SAY...

He's a credit to his race!



It's not the lousy five dollars you owe me—it's the principle of the thing!



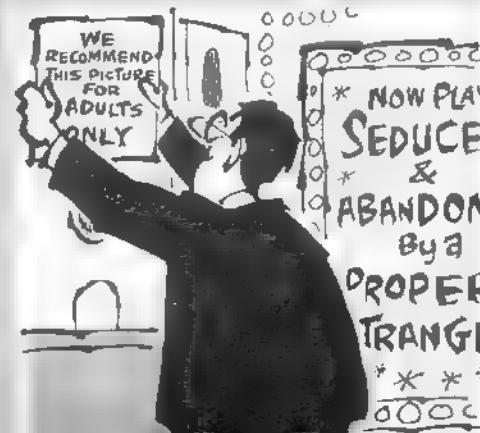
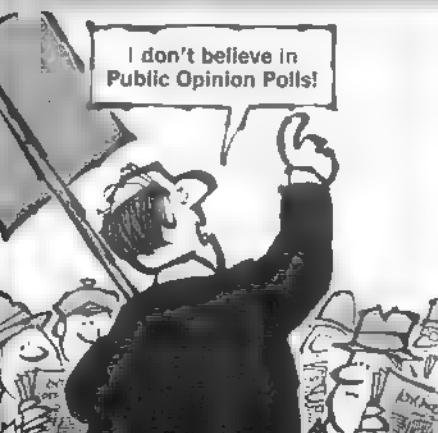
It's the lousy five dollars!



The public loved my book!



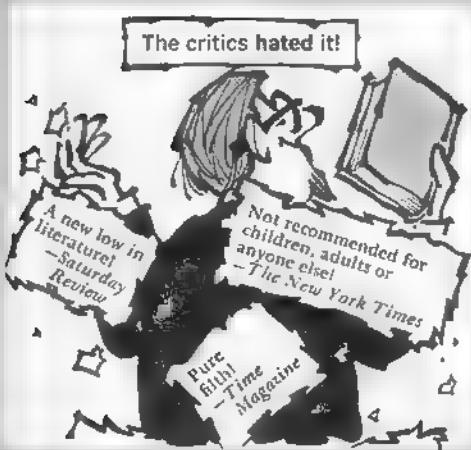
What an unbelievable coincidence! I had that very same idea recently!

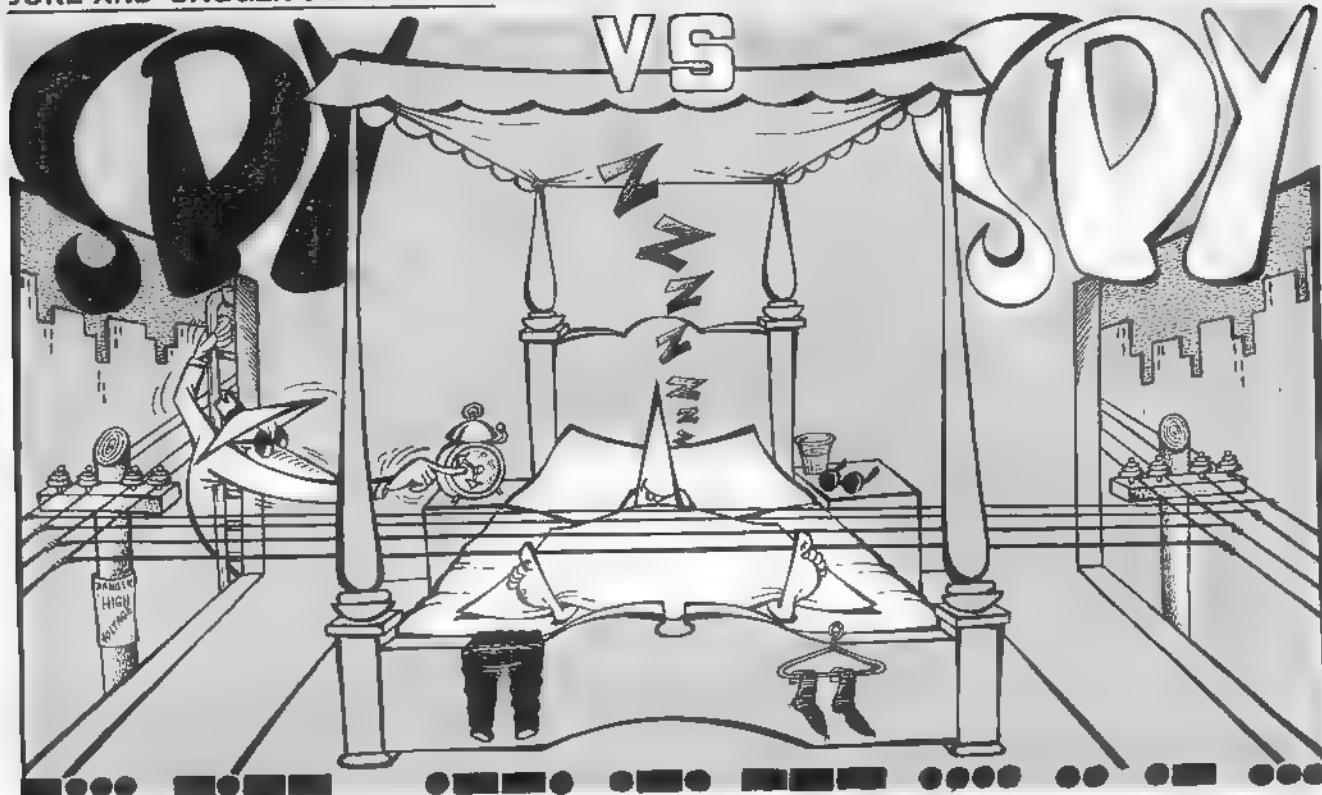


IT REALLY MEANS...

WHEN THEY SAY...

IT REALLY MEANS...





SQUADS RIGHT DEPT.

Recently, bleeding-heart liberal newspapers kicked up quite a fuss when it was learned that, in several cities throughout the United States, some members of the local Police Force are also members of the super-patriotic "John Birch Society". And so, in order to clear the air and assure everyone concerned that a Law Enforcement Officer, dedicated to "The Birch Society" can also do his job and protect members of "The Great Society"

MAD INTERVIEWS A "JOHN BIRCH SOCIETY" POLICEMAN

ARTIST: JOE ORLANDO

WRITERS: RONALD AXE & SOL WEINSTEIN

Good morning, Officer Wright! I'm Bob Ross from MAD Magazine! I understand that, besides being a Policeman, you are also a member of The John Birch Society."

Ross—
Bob Ross!
and I'd
like to
know—

Ross . . .
Ross . . .
I wonder
what that's
short for?

I'd like to know—do
you think that your
membership in "The
John Birch Society"
in any way interferes
with your work as a
Policeman?

Are you kidding? If
anything, my Birch
Society membership
helps me do my duty
better than ever!

And what do
you consider
the primary
duty of a
Policeman
to be?

Why . . .
to fight
Communism,
of course!
What else?



Butte, Montana! And the name is Ross! You seem to place a rather undue emphasis on a man's background!

That's not true, Mr.—uh—Ross! To me, a person is a person! And that goes double for anybody of an inferior race or creed! Remember... in the last Presidential election, I VOTED for a guy who was half-Jewish!!



Excuse me while I stop the car at this telephone pole, Rossenkrantz!

Oh—are you going to phone into headquarters?

No, I'm gonna put up this "Impeach Earl Warren" sign!

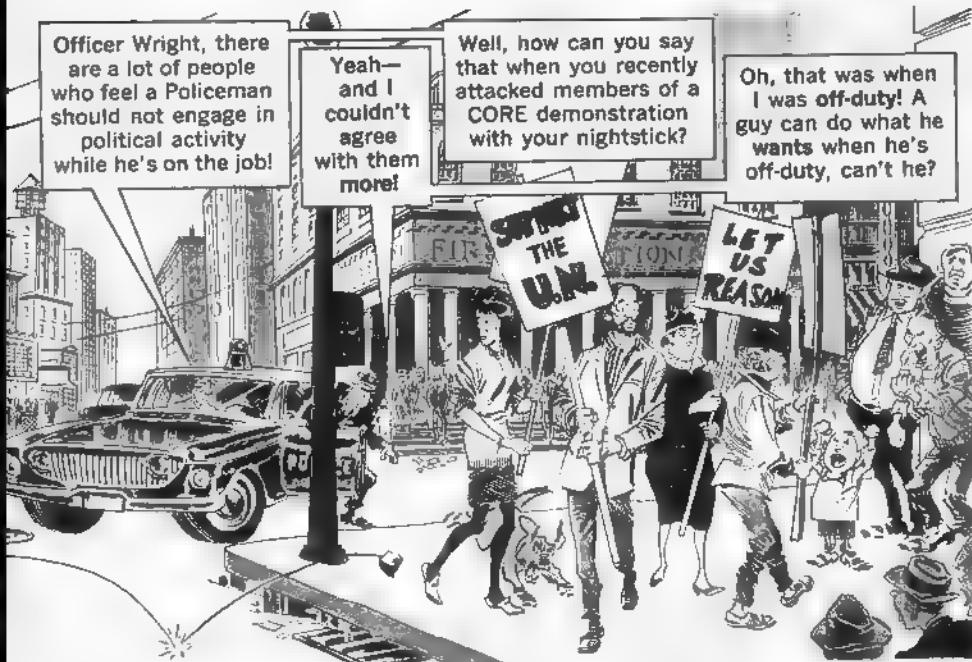


Officer Wright, there are a lot of people who feel a Policeman should not engage in political activity while he's on the job!

Yeah—and I couldn't agree with them more!

Well, how can you say that when you recently attacked members of a CORE demonstration with your nightstick?

Oh, that was when I was off-duty! A guy can do what he wants when he's off-duty, can't he?

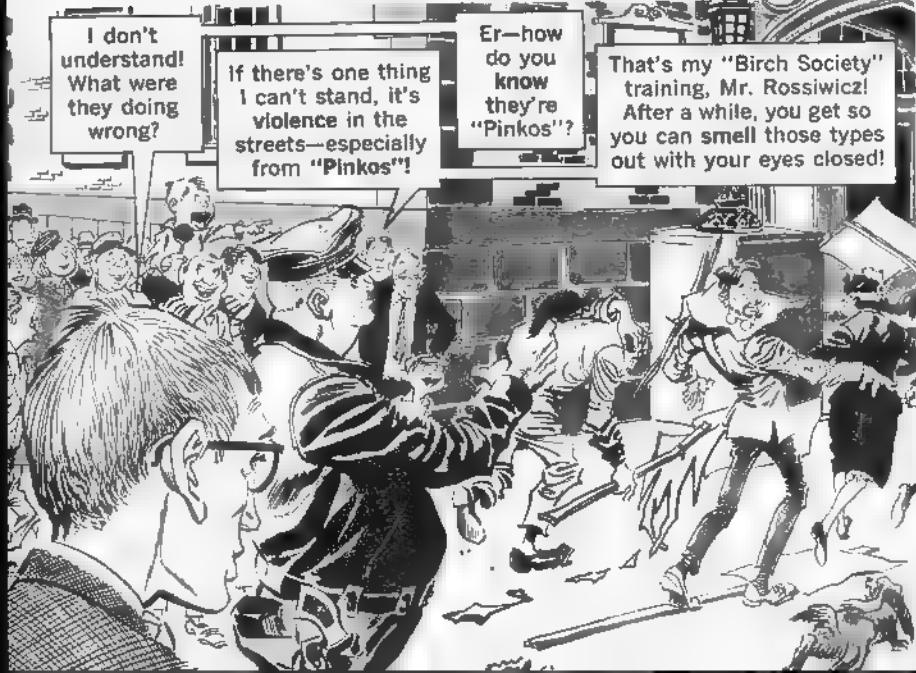


I don't understand! What were they doing wrong?

If there's one thing I can't stand, it's violence in the streets—especially from "Pinkos"!

Er—how do you know they're "Pinkos"?

That's my "Birch Society" training, Mr. Rossiwicz! After a while, you get so you can smell those types out with your eyes closed!



Officer Wright! That old woman was screaming for help, and you drove right by! Isn't it your duty to arrest those hoodlums? I thought you were against violence in the streets!

Don't jump to conclusions, there—Rossenescu! There's a world of difference between violence in the streets and a few wholesome American kids lettin' off a little steam! Especially when it's against some old bag passing out subversive pamphlets in favor of fluoridation!



And what about that car with the "Goldwater For President" sticker there—

He's passing a red light! Aren't you going to give him a ticket?

Aww—sometimes you gotta temper justice with mercy, Mr.—uh—Rossewitch! A man's entitled to make a mistake!



We've been crouching here for 20 minutes! What's going on, anyway?

This is what we call a "stake-out"! That's what we do when we have a dangerous guy under surveillance! In this case, it's a rat-fink who's making things rough for the few guys on the Force who are real patriots!

Oh...? And who is this dangerous guy?

The Chief of Police! But he'll be taken care of—just as soon as the rest of the guys show up. Oh, here they come now—right on time! Hi, gang!!



This is terrible! Just what are you trying to do?

Oh, we're just harassing The Chief! You know—dumping coal on his lawn, calling stores and ordering things in his name, listing his house "For Sale" with real estate brokers, and generally smearing his good name so he'll be forced to quit his job!



But isn't this a rather extreme way of expressing your dissatisfaction with The Chief?!

Shows how much you know! We're the "Moderates"! The "EXTREMISTS" want to SHOOT him!!

I see... and I'm also beginning to understand the charges of Police Brutality pending against you!

Well, don't believe it! That's nuthin' but a pack of lies started by some criminal jay-walker from one of them hyphenated minority groups! Incidentally, what'd you say your mother's maiden name was, Rossinsky?

The house with the coal on the lawn, fellers!



Forget my mother's maiden name! What about this criminal jay-walker's charges against you? What really happened?

All I did was follow accepted Police Procedure! When I spotted this crumb jay-walking, I yelled, "Halt!" and fired three warning shots—into his legs! To hear those bleeding hearts tell it, you'd think I killed him!



Car 21—
Signal
One-Seven
Car 21—
Signal
One-Seven!

Okay, Duke! See you at the meeting later!

What's a "Signal One-Seven," Officer Wright?

\$50 FINE FOR
UTTERING

KEEP
OUR
CITY
CLEAN



Well, I gotta be gettin' backstage! I'm part of the entertainment tonight! But you'll be okay in here! They're not our kind of people!

Butte, Montana, eh?

What's a decent guy from the West doing on THAT magazine? See ya later, Roosevelt!

**The
John Birch
Society**
MEETING TONIGHT
7:00 P.M.
Tonight's Topic:
"BETTER POLICEMEN
for a
BETTER POLICE STATE"

and when the Police—and by that, ha-ha, I mean OUR Police, take their rightful place in Society, then we'll quickly attain that noble vision of America as outlined by Mr. Robert Welch in his immortal "Blue Book"!

And what better words could describe the American dream—and by that, I mean OUR American dream, than the words inscribed on the Statue of Liberty and slightly revised in this version sung by our John Birch Society Glee Club led by that great Policeman and great Bircher and soon-to-be our great new Police Chief . . . Jim Wright!



Give me your tired, your poor,
Your huddled masses yearning to breathe free,
The wretched refuse of your teeming shore,
Send those, the homeless, tempest-tossed to me . . .

And I'll . . .
Send 'em right back!
I'll send 'em right back!
I'll send 'em right back!
to you—ooo-ooo!

You
wretched
refuse

You
foreign
garbage!

You
dirty
Commies!

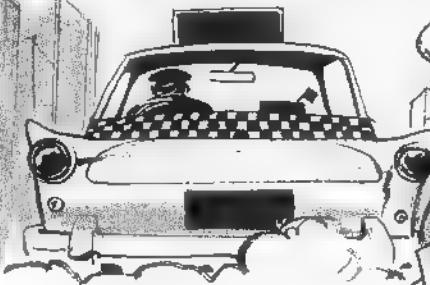
Yes, we'll . . .
Send 'em right back
to you—ooo-ooo!



MAD'S Modern Believe It or Nuts!



EDWIN Q. REISCHBART
A TOURIST FROM SIOUX FALLS, SOUTH DAKOTA, GAVE A 10¢ TIP TO A NEW YORK CITY CAB DRIVER FOR A \$2.55 FARE... AND WASN'T INSULTED!



BERNIE "MERRICK" MORAN
Noted Show Business Press Agent HAS NEVER ONCE SAID: 'SWEETIE' OR 'YOU'RE A PUSSYCAT' OR 'YOU'RE BEAUTIFUL, BABY!'

THE AMAZING NEGLECTED WEEK
IN JULY OF 1964
BLUE CROSS WENT THROUGH AN ENTIRE WEEK WITHOUT ONCE RAISING THEIR RATES!
THE DIRECTORS WERE ON VACATION... AND IT JUST SLIPPED THEIR MINDS!



VINCENZO "ZOOMA" BERGMANELLI
NEW WAVE ITALIAN ART FILM DIRECTOR



HE HASN'T UNDERSTOOD A SINGLE ONE OF THEM!
HE DOES, HOWEVER, GET A KICK OUT OF A DORIS DAY TECHNICOLOR MUSICAL!



In our last issue, Dave Berg took a look at "The Lighter Side of The Boss"! However, after our Boss took a look at the article, Dave cooled him off with this follow-up ...

THE LIGHTER SIDE OF

Oh, my gosh! I overslept! Now I'm going to be late for work again!

I'd better get a good story! Let's see ... I'll say, "I'm sorry I'm late, Mr. Dilly, but my car had a flat tire and the train ran late!"

Yeah, that's it! "I'm sorry I'm late, Mr. Dilly, but my car had a flat tire and the train ran late!"

Boy, did I have a day at the office, today! Forget about going out tonight!

Oh, shoot! And I was looking forward to it!

First there was a big fuss because Irwin Donnyfield's wife had a baby! Then Ben started telling off-color jokes! Then we had our coffee-break! Then I got to talking to that new cute secretary! And then a buyer took me out for a long lunch and I hadda get bombed with him!

Then, back at the office, some clown brought in the new "Playboy" and we ogled that for a while! Then there was a big thing because I lost my key to the Man's Room! Then there was another coffee break! Then my Mother called and you know how she can talk!

So what's all this about not going out tonight because of the day you had! It seems to me you did nothing but goof off!

That's just it! I had to bring the stuff home! I'll be working all night to make up for it!

When I was making only \$20 a week, I used to say, "If I was only earning \$25 a week, I'd be in the clear!"

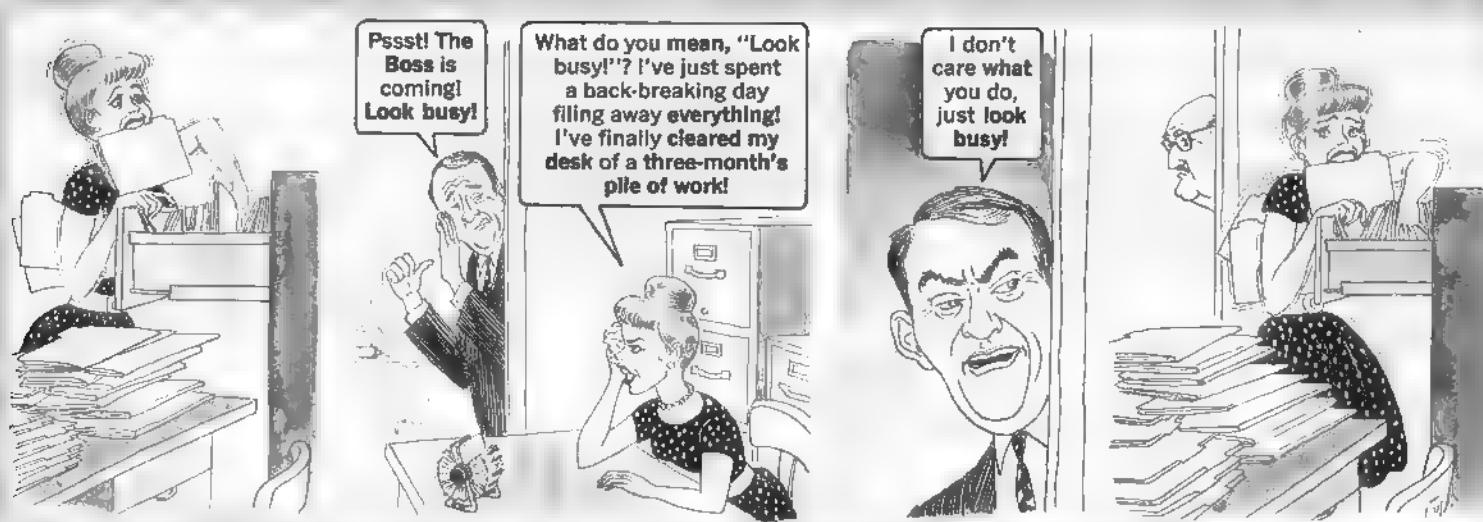
Then, when I was earning \$75 a week, I used to say, "If I was only earning \$100 a week, I'd be in the clear!" I could never seem to get out from under!

But at last came success! Today, I'm earning TWENTY THOUSAND DOLLARS A YEAR!

Gee, if I was only earning fifty thousand dollars a year, I'd be in the clear!

EMPLOYEES

WRITER & ARTIST: DAVID BERG



Hello, Alice? This is Amy! What a night I had last night! I went out with Bill, and after dinner, he . . . Hold on . . .

Kaputnik Enterprises! I'll connect you!

Alice? So he says to me, "I want you to meet my Mother tonight" . . . Hold on . . .



That's what I love about Lunch Hour! We grab a quick bite . . .

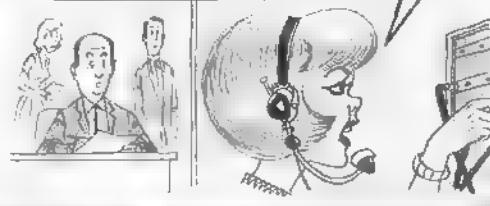
LUNCHEO

. . . and then we stand around in front of the building for the rest of the hour . . . and watch the girls go by!



Heck! It's one o'clock! Time to get back to work!

Yeah, darn it!



Alice? Well, there was no Mother there! It was a Bachelor Apartment . . . Hold on!

Kaputnik Enterprises! Good morning! Mr. Zupp? Just a moment! I'll connect you!

Alice? So—the minute the door closed behind me, he starts looking at me like I was Gina Lolapalooza . . . Hold on . . .



Son, I want to call a conference of all the Junior Executives! I've got an idea I want to run up the flagpole and see if anybody salutes it!

Of course, they'll salute it, Dad! They're just a bunch of spineless "Yes-men"!

Well I've got an opening for a Department Head, and you know how I feel about independent thinking!

Boy, am I lucky I overheard that! If it's independent thinking he wants, I'll give him some independent thinking!

Well, gentlemen . . . that's the plan! What do you think of it?

Great J.B.!

Love it, J.B.!

Genius, J.B.!

Inspired, J.B.!



I said I'd like to order 50 gross of—

Huh? Y-yes, sir—
Who's up? What'd he say the count was?

Are you listening to me?

Heh? Yes, sir—
You want to order 15 gross of . . .

What was that? a home run . . .

The game's over! The Mets won—4 to 0!

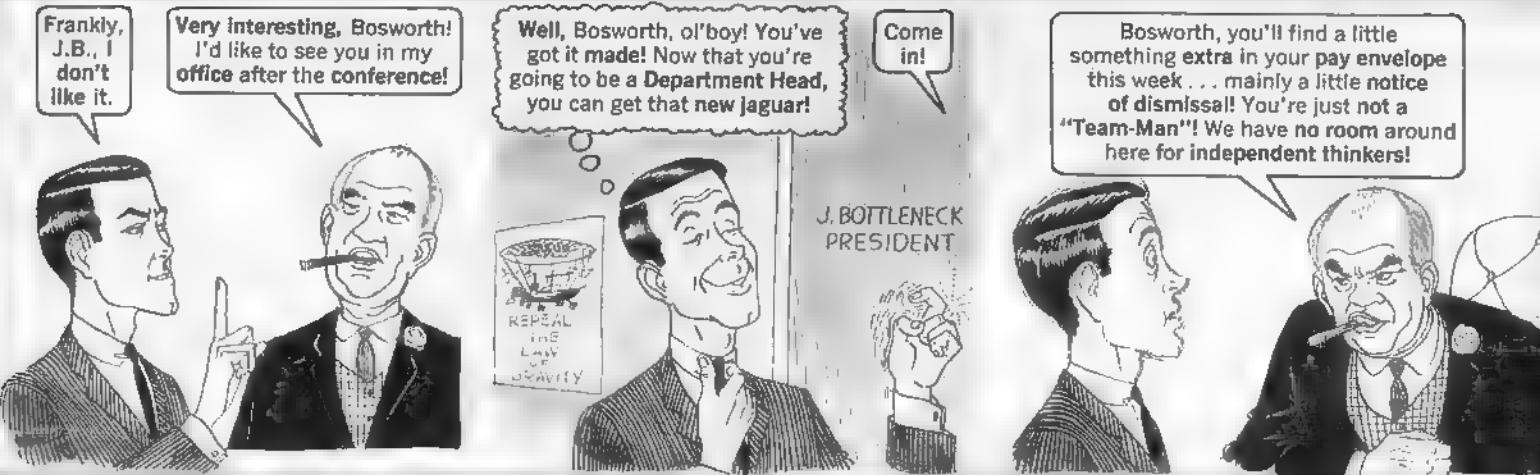
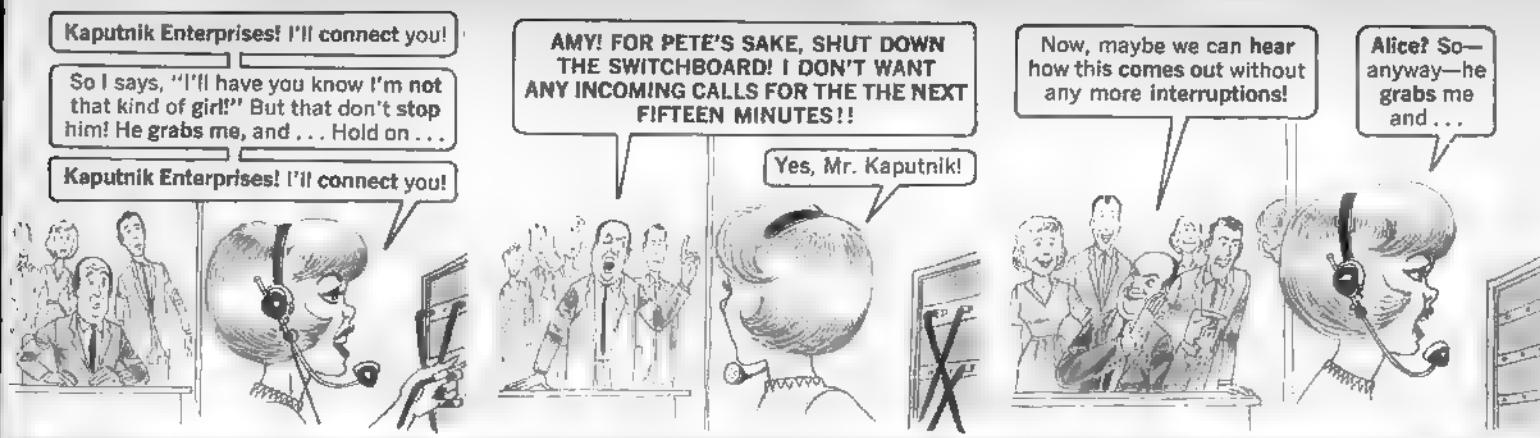
YAHOO!

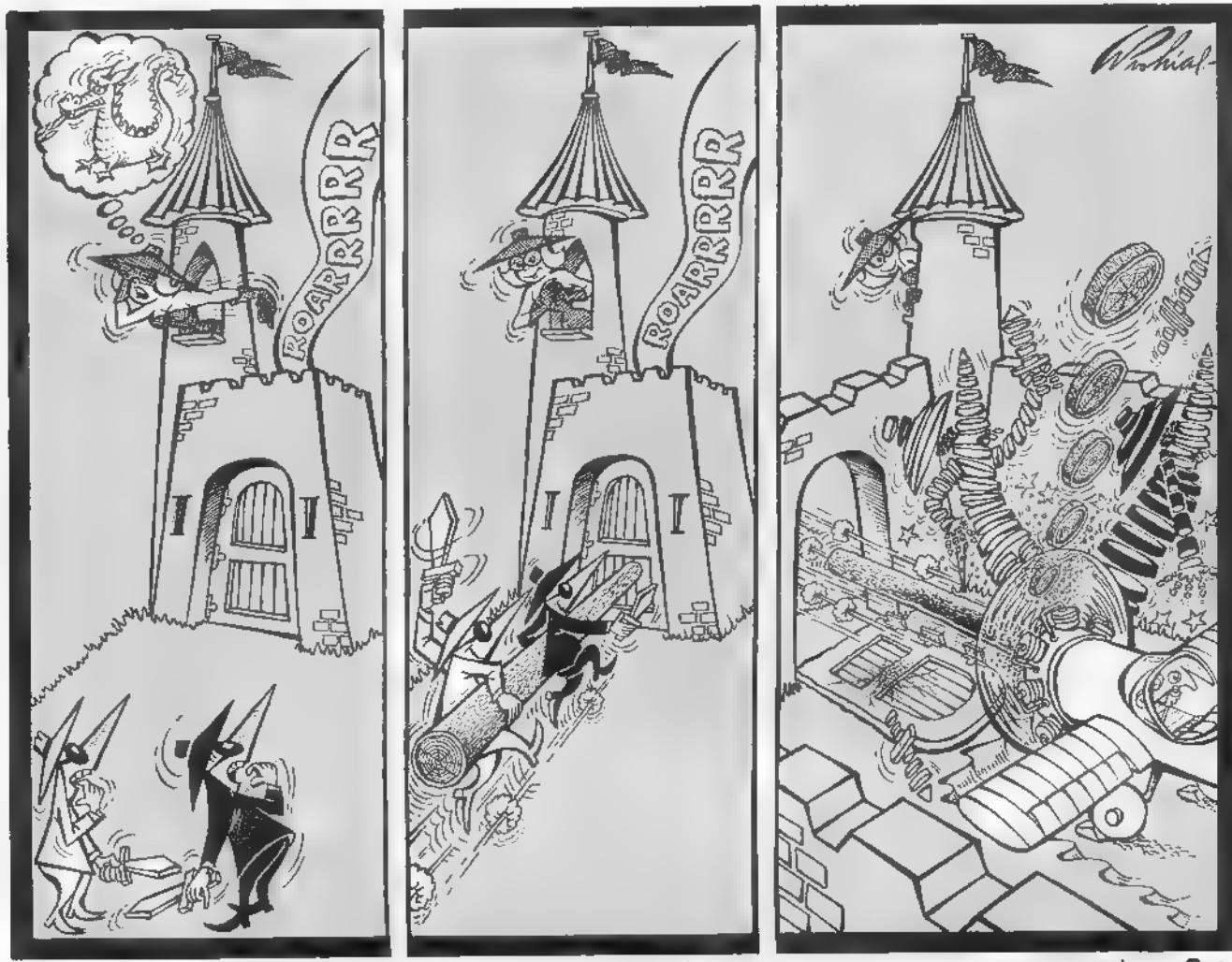
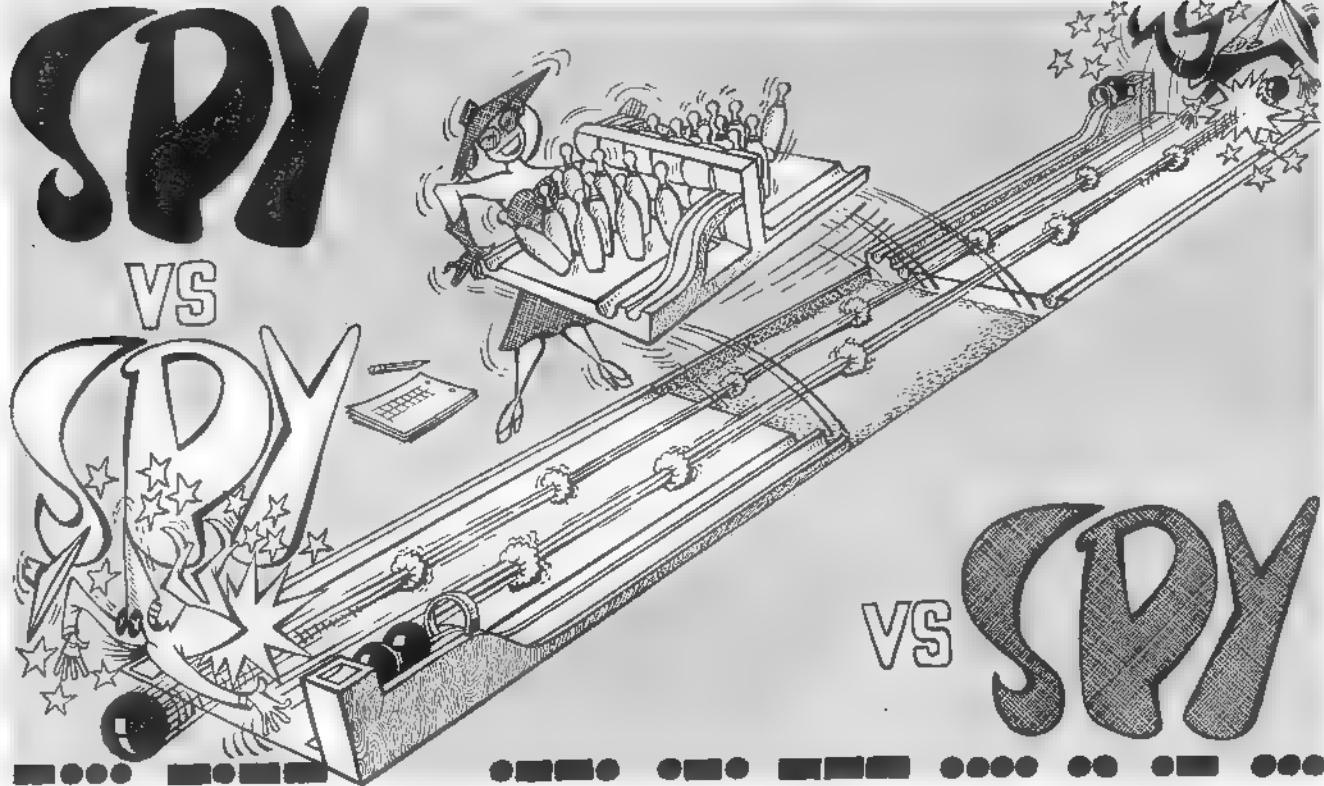
No, I said 50 gross—
Hey, what's going on!
Hello? Hello?
Oh, forget it! CLICK!

What are you cheering about?
You just lost a thousand dollar order!

Yeah, but I won \$2.00 on the office Baseball Pool!









Whatever happened to the sleazy, slimy, ugly old crooks we used to know and love? Remember back in the good old days—when bad guys *looked* like bad guys, and good guys *looked* like good guys? Well, today all that has changed. For instance, every week on TV, there's a group of cultured, refined and articulate gentlemen who travel from continent to continent—robbing from the rich without ever getting caught. We mean, of course, those well-dressed, well-mannered, well-heeled, roguish thieves who are known as . . .

THE ROOKS

ARTIST: MORT DRUCKER WRITER: STAN HART

Ask the girls of London . . .



Ask the girls of Paris . . .



Ask the girls of New York . . .



Ask any of them what they think of the "The Rooks" . . . and they'll tell you . . .

THEY'RE DIRTY OLD MEN!



And what do these dirty old men do for a living? They've banded together to form an International Team specializing in "The Confidence Game"! And why have they done this? Because they're *too old* to find any kind of *honest work*! Let's look in on their latest caper . . .

"THE FILLY AND THE FINK PHILATELIST"

Mon Dieu, this
ees one of the
mos' danjerous
jobs we 'ave
ever pulled!
None of us may
survive!

You
don't
mean . . .

Yes — we
weel all
'ave ■
walk
UPHILL!

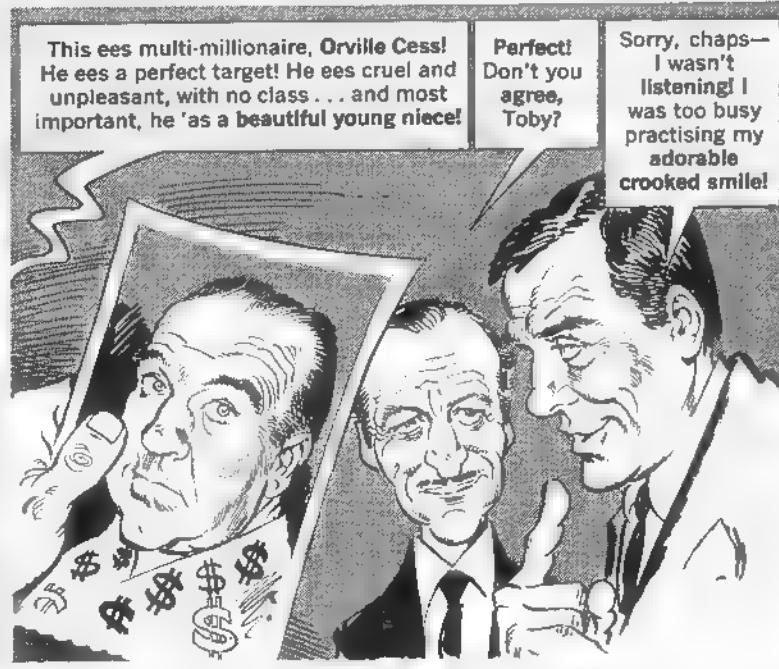
Ah, Tommy! I
am glad you
are 'ere! We
'ave another job! 'Ere is
what you weel
'ave to do!

How come you three are
the "Stars" . . . but I
do all the work!

By the way, St. Care —
that's a great disguise!

Disguise??
But I do not
understand
what you
mean!

Oh, you can't
fool me! You're
disguised as ■
middle-aged man!
It makes you
look 25 years
less than you
REALLY are!



Cess ees a fanatic stamp collector who
owns the rare \$100,000 "James Knox Polk
Postage Due" stamp with the "Mail Early"
cancellation. His main purpose in life
ees to get the other Polk stamp with the
"Pray For Peace" cancellation. That one
ees worth \$250,000!

And Muscel has gotten word
to Cess that he knows where
it is! Then he will arrange
with Mr. Cess to steal it!
And guess who he will steal
it from? You, Sincere . . .

Yes, but
why is
everybody
talking
so fast?

We like to get the plot
out of the way quickly
in these shows! Then ■
doesn't interfere with
the dull action!

Hmmm . . .
I'm to pose
as a Stamp
Collector
That makes
sense!
Besides, I
knew James
Knox Polk
personally!



Goodbye!
Remember,
boys—no
violence!

You mean
we're so
sophisticated
we must be
concerned
with our
"Images"?

No, you
must be
concerned
with your
hearts!
You can't
take too
much
excitement!

Tell me something.
St. Care, old boy!
Each week, we rob
people of hundreds
of thousands of
dollars! Yet, we
never seem to
have any money!
How come?

It ees ■ matter
of Morality,
Tommy! We
always geev the
money away to
the pretty niece!
Naturelment,
thees makes the
stealing all right!
No?

Of course! How
silly of me!
But where do
you get money
to live on?

Simple! I am
associated weeth
another group
of men my age
who 'ave jobs
during the week!

Doing
what?

Singing
weeth
Mitch
Miller's
chorus!



Now remembere—Cess
ees a ruthless man!
Thees job weel call
for some of the
greatest overacting
we 'ave ever done!

Right!
I say!
Egad!
Capital!

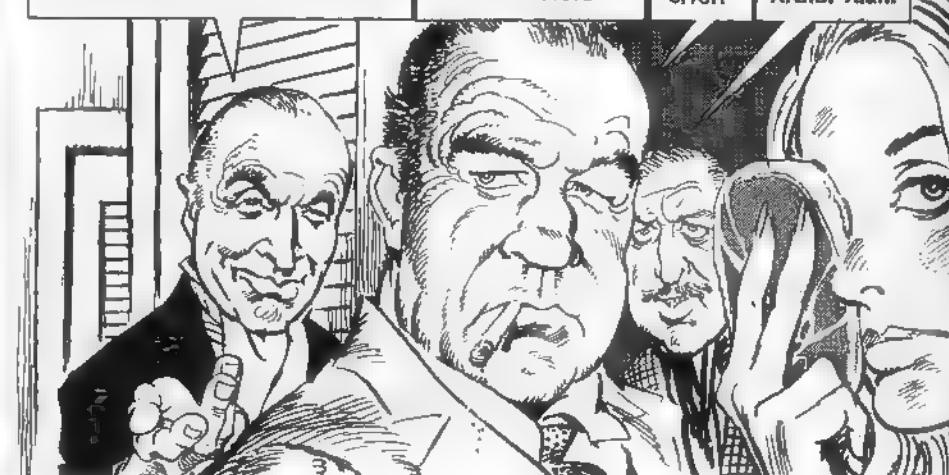
Tommy, when
you talk like
that, you
make me glad
to be a
Frenchman!

Ahh, M'sieur Cess—ere ees the
greatest stamp authority in the
world! He 'as just examined the
James Knox Polk stamp owned by
M'sieur Sincere, and he 'as seen
the priceless error for himself!

That's right, Mr.
Cess! I guarantee
■ is authentic!
The print on the
stamp says "James
POLK KNOX!"

Yeah?
So
where's
the
error?

The picture
is actually
of another
President—
Chester
Arthur Alan!



I gotta
have that
stamp! I'll
do anything
to get it!

Why this
fanatic
passion
for stamps,
Mr. Cess?

Because when
I was a kid,
my father
never had
time for me!

What's
that
got to
do with
anything?

I dunno! But I've heard it
used on TV as an excuse
for kidnapping, murder,
dope addiction and
alcoholism, so I figured
we could use it one
more time!

So if you weel
give us your
\$100,000 stamp,
we weel switch
it with Mr.
Sincere's
\$250,000 stamp!

Great!
Wait
right
here!
I'll
get it!

Then we'll run off
with the \$100,000
stamp and teach
this nasty million-
aire a lesson . . .
namely that crime
does so pay!



Frankly, you puzzle me, Mr. Sincere! You sit there in your Harris Tweed jacket, white flannel trousers, dress shirt and ascot . . . and you seem so unconcerned!

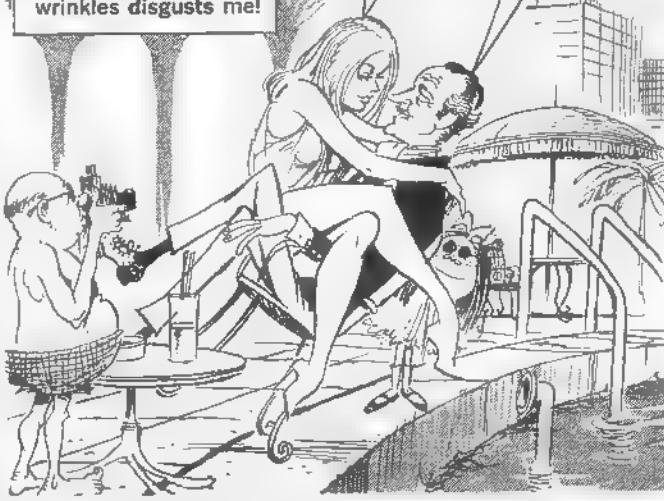
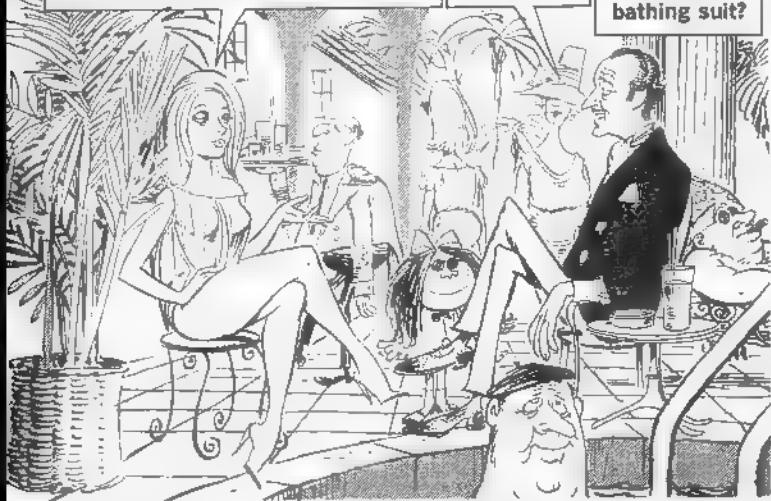
Why should that puzzle you, Miss Cess?

Because it's 110 degrees in the shade! Why don't you get into a bathing suit?

Actually, I can't stand swimming pools! The sight of an old person walking around exposing his flabby wrinkles disgusts me!

Then just don't look at other people!

Who's talking about other people? I mean ME!



You're marvelous! You're so different! Other men have to move their lips when they talk! What do you do for a living?

I've never had time for a steady job! I've been too busy flying from place to place being fabulous!

By the way, don't you want to get up?

I'd like to, but as an English aristocrat, I learned to keep a stiff upper lip . . . and somehow, spread!

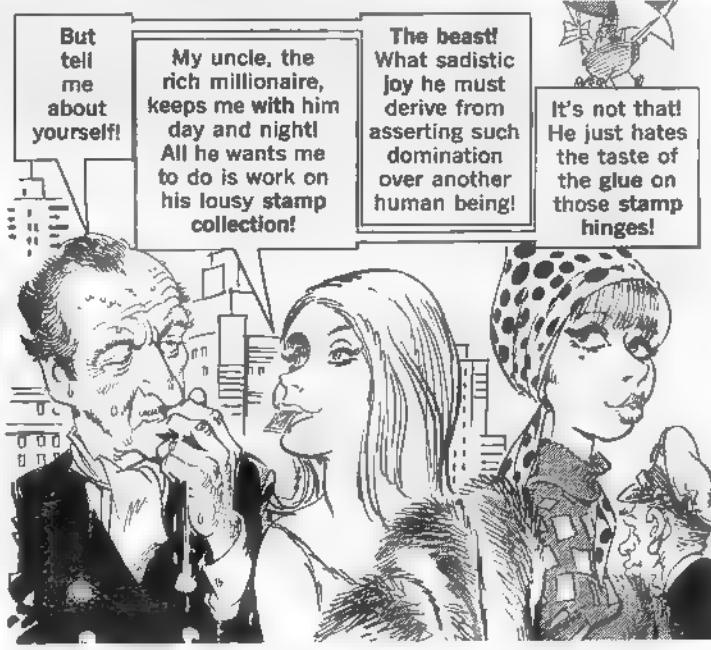
But tell me about yourself!

My uncle, the rich millionaire, keeps me with him day and night! All he wants me to do is work on his lousy stamp collection!

The beast! What sadistic joy he must derive from asserting such domination over another human being!



It's not that! He just hates the taste of the glue on those stamp hinges!



He's broken up my last five romances!!

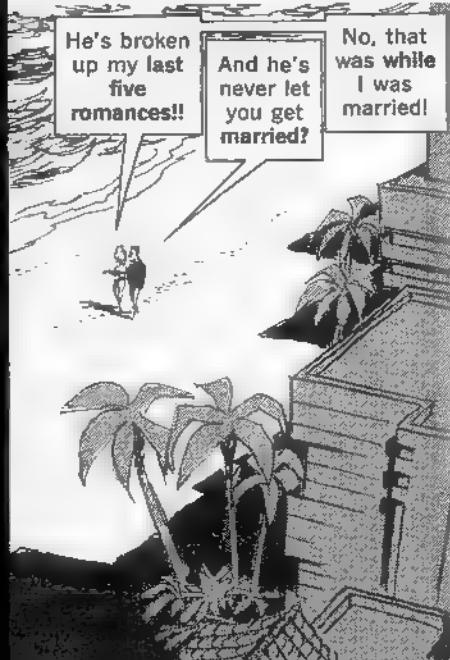
And he's never let you get married?

No, that was while I was married!

Ahh, Muscel! I want you to meet Orville Cess's poor unhappy niece, Zelda!

'Ere! Take thees stamp! Eet belongs to your Uncle, and eet is worth \$100,000! Use eet to buy your freedom!

But I love Mr. Sincere! I don't want to lose him!



My poor, foolish child! What we have cannot last! It is but a thing of the moment! We have so little in common, and you have your whole life ahead of you—a future that glows with hope and promise! My dear, you'll get over it—

I got over it before you finished the second sentence! Whew—what a BORE!

Ah-ha! I've found youse! You didn't get away with it! I suspected something when you said the picture on the stamp was Chester Arthur Alan! You should have known the portrait was actually Franklin Roosevelt Delano!

Officer—arrest these men!



All right, all of you! Come with me to the Police Station! I have a get-away... er... I mean a Patrol Car waiting! I'll take the stamp as evidence, Mr. Cess! You can come in and claim it later!

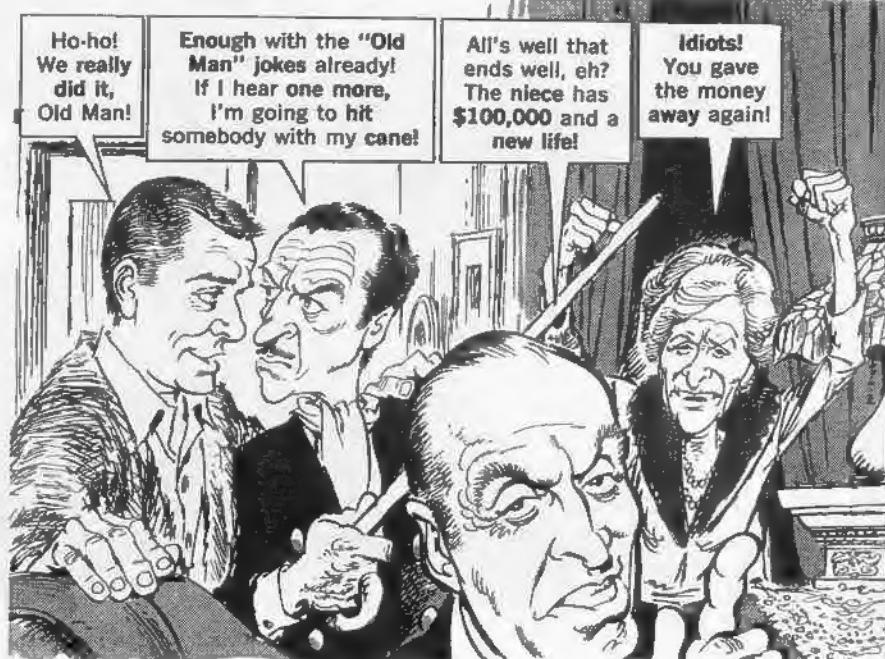
I will—but first I'll have to gloat for ten minutes!

Ho-ho! We really did it, Old Man!

Enough with the "Old Man" jokes already! If I hear one more, I'm going to hit somebody with my cane!

All's well that ends well, eh? The niece has \$100,000 and a new life!

Idiots! You gave the money away again!



Fools! Stupid fools!

I am sorry to see your Mother so upset!

My mother! I thought she was YOUR mother!

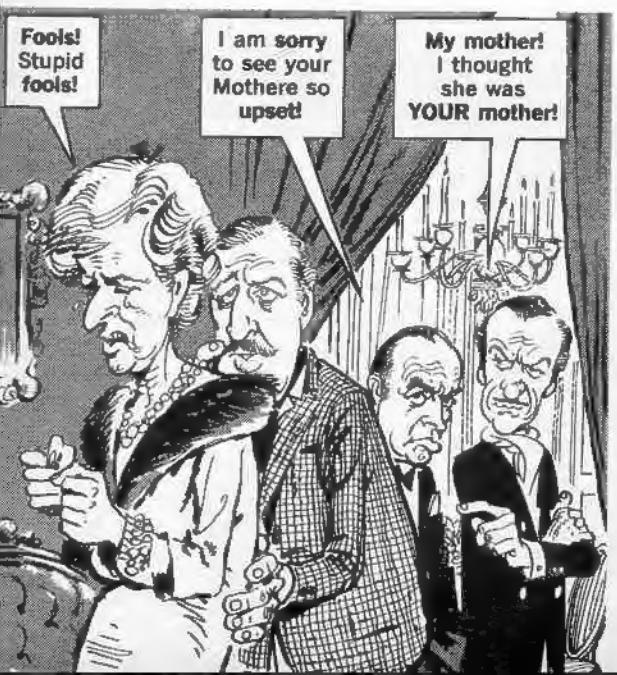
Why are you so upset about the Rooks giving away the money, Moms?

How do you think I get money? I steal it from them!

Well, I'll be darned! Why, you're a real ROOK yourself!

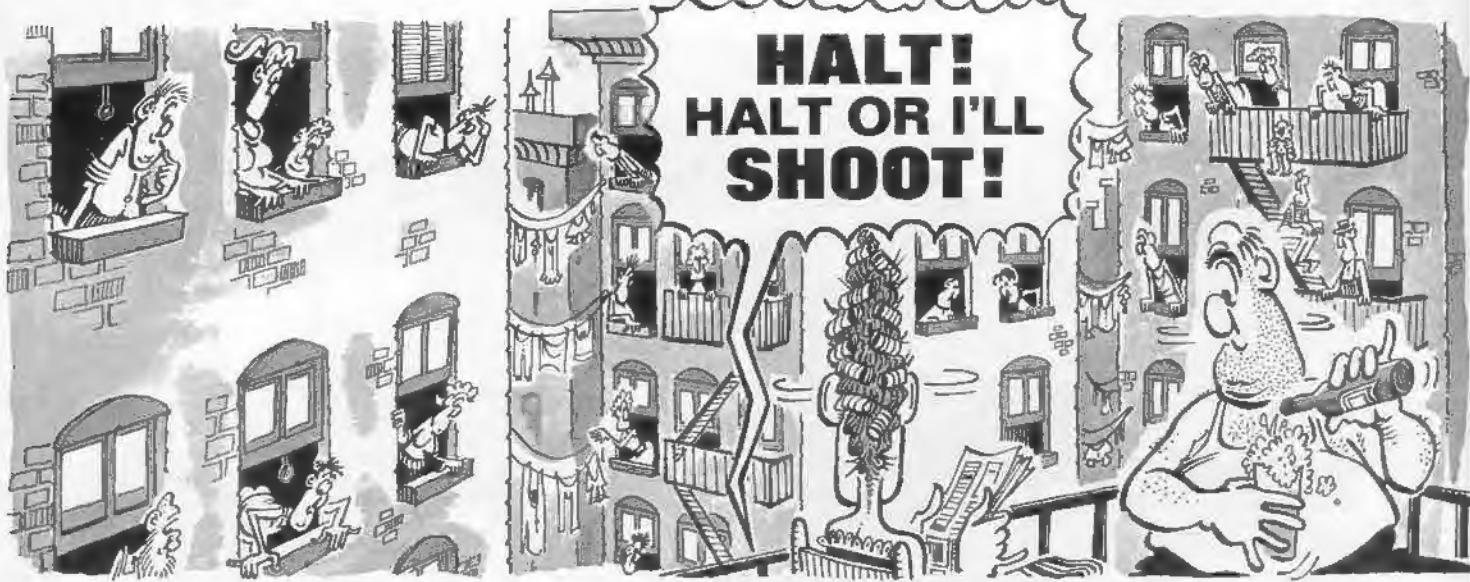
Didn't you think I was clever enough?

Frankly, I didn't think you were OLD enough!



IN AN ALLEY

**HALT!
HALT OR I'LL
SHOOT!**



HALT!



**PLAM
PLAM**



FLOBA-DAP!

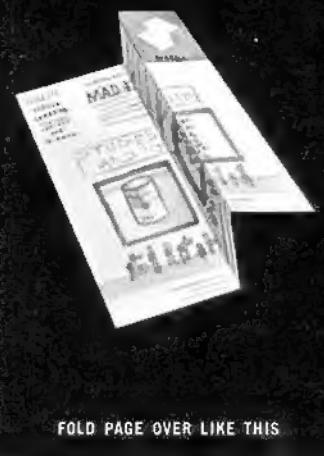


WHAT COMES AFTER POP ART AND OP ART

Artist and Writer:
Al Jaffee

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

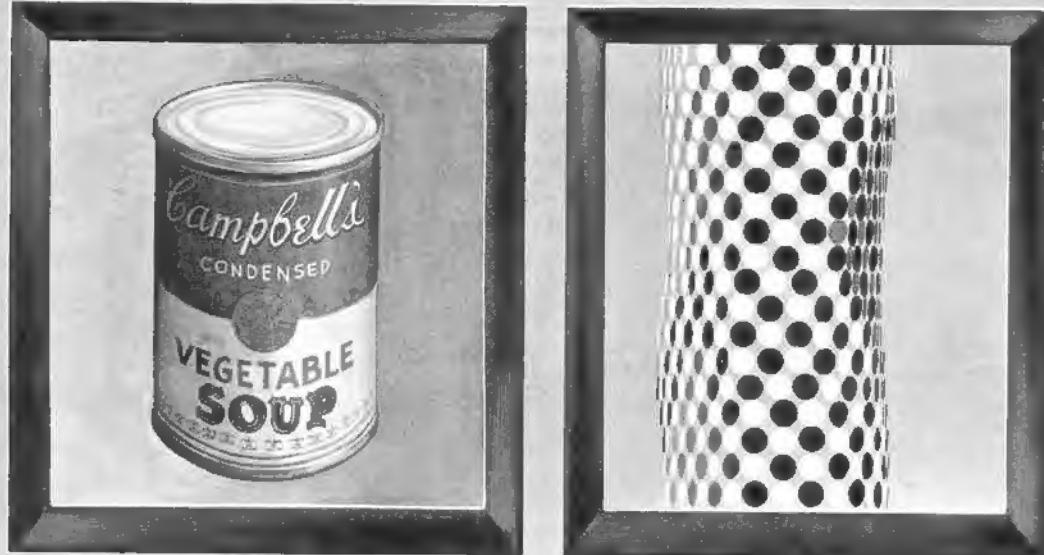
Several years ago, the Art World was invaded by painters of soup cans and comic strip panels. They called this junk "Pop Art." Now, another group of idiots have come along with paintings of optical illusions. They call this junk "Op Art." So where do we go from here? Fold page in as shown and see



FOLD THIS SECTION OVER LEFT

← B FOLD BACK SO "A" MEETS "B"

STUDIES IN POP ART and OPART



EMPTY-HEADED ART DABBLERS ASSUME THAT ANYTHING IN A FRAME
IS ART AS LONG AS IT HANGS IN SOME FANCY GALLERY. BIG
IMPRESSIVE PRICES LEND A PHONY PRESTIGE TO EACH ART MOVEMENT

A

B



Photography by Irving "Suds" Schild

MAD's Great Moments In Advertising

THE DAY THEY SHOT THE "TEN-FOOT-TALL WASHING MACHINE" COMMERCIAL IN AN 8-FOOT HIGH BASEMENT